



**Euromonitor
International**

Hot Drinks in Malaysia

December 2024

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DISCLAIMER

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- Summary 1 - Research Sources

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- Coffee prices continue to grow, causing further contraction in retail volume in 2024
- Fresh ground coffee pods puts in strongest performance in retail in 2024
- Instant coffee mixes players innovate to stimulate demand in 2023 and 2024

PROSPECTS AND OPPORTUNITIES

- Sugar tax to impact demand for instant coffee mixes over the forecast period
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