



Euromonitor
International

Concentrates in Malaysia

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

The rise of alternatives undermines powder concentrates while liquid concentrates maintains momentum

Low shelf visibility, low demand and weak new product development limit growth potential in 2024

Brands with strong positioning consolidate their leadership

PROSPECTS AND OPPORTUNITIES

Brand collaboration is an effective marketing strategy to broaden audience reach

Slowing off-trade (RTD) volume growth is set to prompt a refocus of distribution strategies

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