



Euromonitor  
International

# RTD Coffee in Malaysia

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## RTD Coffee in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

RTD coffee faces ongoing competition from hot coffee and other soft drinks  
Players leverage innovative marketing campaigns to boost brand awareness  
Novelty product launches aim to catch consumers' attention

#### PROSPECTS AND OPPORTUNITIES

Stabilisation in sales expected due to improving economy over the forecast period  
Expansion in off-trade distribution expected, as players aim to reach a wider consumer audience  
Line expansions and novelty products set to continue over the forecast period

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