

# Carbonates in Malaysia

December 2024

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## Carbonates in Malaysia - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

On-trade and fountain sales see strong volume growth, while off-trade volume sales drop

Constant new product development is key to success as a shift towards functional offerings is observed

Sustainability gains traction in carbonates

## PROSPECTS AND OPPORTUNITIES

Hike in excise duty for sugary drinks may hinder carbonates, especially in the off-trade channel Tourism and Karaoke bode well for carbonates consumption

Growing appreciation for health-orientated carbonates in Malaysia

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