



Euromonitor  
International

# Tea in Malaysia

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Tea bags black and green tea drive retail volume growth in 2024
- Domestic players expand product range and shelf space to strengthen presence in 2023 and 2024
- Negative effect of sugar tax on instant tea demand is partially offset by shifts in consumer preferences in 2024

PROSPECTS AND OPPORTUNITIES

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