



Euromonitor
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RTD Tea in Malaysia

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

RTD tea enjoys strong volume growth in the on-trade channel amid foodservice and tourism flow recoveries
Fresh, limited edition packages and rebranding offer brand refreshes and revitalise consumer interest
Innovative collaborations to expand market reach

PROSPECTS AND OPPORTUNITIES

Reduced sugar to outpace regular in off- and on-trade volume growth terms in still RTD tea
Players to engage in collaborations to boost brand visibility and push purchases
Digital marketing and new product development offer essential competitive tools

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Soft Drinks in Malaysia - Industry Overview

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