



Euromonitor  
International

# Asian Speciality Drinks in Malaysia

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Off-trade volume sales stagnate but greater penetration boosts on-trade volume sales  
Price promotions prove an effective strategy to stimulate interest and large purchases  
Marketing efforts and product innovation are key ways to gain a competitive edge

PROSPECTS AND OPPORTUNITIES

Players may redirect their focus to other soft drinks or the on-trade channel  
Strong collaboration with retailers to secure strategic product placement and higher visibility  
Growing interest in healthier beverages presents growth opportunities for Asian speciality drinks

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Soft Drinks in Malaysia - Industry Overview

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