



Euromonitor  
International

# Cafés/Bars in Malaysia

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## Cafés/Bars in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

ZUS Coffee proves major success story  
Growing preference towards cafés offering local cuisine  
Players target Malaysians with value-for-money offerings to counter rising living costs

#### PROSPECTS AND OPPORTUNITIES

Specialist coffee and tea shops will benefit from growing coffee drinking culture  
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