



# Juice in Malaysia

February 2024

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## Juice in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Slower sales seen in off-trade channels, as consumers substitute liquid concentrates for juice

Players focus on new product launches and company collaborations to stimulate demand and strengthen their penetration

#### PROSPECTS AND OPPORTUNITIES

Juice set to be affected by the sugar tax, with price increases expected

Competitive landscape to gradually consolidate as players target their distribution channels

Players expected to organise frequent marketing campaigns to engage with consumers

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