



Juice in Malaysia

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Marginal volume growth in the off-trade channel amid consumer price-sensitivity and substitution threats
- Prize contests gain momentum in juice
- Key players engage in distribution strategies to expand their reach and engender brand loyalty

PROSPECTS AND OPPORTUNITIES

- The increase in excise duty on sugary drinks is poised to hike prices of juice
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Soft Drinks in Malaysia - Industry Overview

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