



Euromonitor
International

Sports Drinks in Malaysia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

The expanding number of cafés and restaurants attached to fitness centres spur on-trade volume sales
Repositioning aims to broaden the use and appeal of 100 Plus
“Spend-and-Win” contests and sponsorships remain key strategies

PROSPECTS AND OPPORTUNITIES

Malaysia’s route to becoming a “Sporting Nation” by 2025 offers growth opportunities for sports drinks
Collaboration with brand ambassadors increases brand visibility, credibility and engagement
Players look to strengthen footholds through distribution strategies

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Soft Drinks in Malaysia - Industry Overview

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