



Sports Drinks in Malaysia

February 2024

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Sports Drinks in Malaysia - Category analysis

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2023 DEVELOPMENTS

Off-trade volumes decline as unit prices increase for a second consecutive year

Players remain active in marketing campaigns to attract consumer attention

Fraser & Neave aims to enhance consumption occasions

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Brands likely to focus on rationalising distributing channels over the forecast period

Fraser & Neave will continue to forge ahead with new product developments

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