



# Fine Wines/Champagne and Spirits in Malaysia

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Luxury whiskies thriving thanks to tasting events and localised limited editions  
Players focus on wine appreciation and gifting to drive sales in Malaysia  
Producers of luxury brandy and cognac use interesting and engaging events to fuel demand in 2024

PROSPECTS AND OPPORTUNITIES

Luxury brandy and cognac, luxury whiskies expected to top performance in fine wines/champagne and spirits in forecast period  
Bars and tasting events could be key to growth in fine wines/champagne and spirits  
Binge drinking concerns could dampen demand while e-commerce opens up new sales opportunities

CATEGORY DATA

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Luxury Goods in Malaysia - Industry Overview

EXECUTIVE SUMMARY

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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