



Euromonitor  
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# Rtds in Malaysia

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

RTDs faces headwinds amidst shifting consumer preferences and competitive pressures  
RTD brands struggle to scale amid stiff competition and low consumer awareness  
Hypermarkets remain the leading channel for RTDs due to wider product availability

PROSPECTS AND OPPORTUNITIES

Makgeolli-based RTD is gaining popularity amid Korean cultural influences and health-conscious trends  
Volume sales set to decline as shift to low-ABV beverages gains traction  
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- 2024 key trends
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- Retail developments
- On-trade vs off-trade split
- What next for alcoholic drinks?

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- Legislation
- Legal purchasing age and legal drinking age
- Drink driving
- Advertising
- Smoking ban
- Opening hours
- On-trade establishments

TAXATION AND DUTY LEVIES

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