

Energy Drinks in Malaysia

February 2024

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Energy Drinks in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales in energy drinks see moderate off-trade growth, as category faces competition from other soft drinks Yee Lee Marketing tightens relationship with counterpart to strengthen brand positioning On-and-off new products launched by small players post minimal impact

PROSPECTS AND OPPORTUNITIES

New government policy regarding Halal certification set to boost operational efficiency Domestic companies to adopt targeted distribution of energy drinks

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