

# Wine in Malaysia

July 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

On-trade sales of wine continue to recover in 2023 but economic pressures put the brakes on growth

Off-trade volume demand experience flat growth in 2023

Wine players rationalise their portfolios and limit promotions in 2023

### PROSPECTS AND OPPORTUNITIES

Wine price to grow with expected disruptions in freight route for European imports

Local distributors are predicted to expand their distribution reach while e-commerce could stake a stronger share in the market

Ongoing wine bars are anticipated to expand over the forecast period

### CATEGORY DATA

Table 1 - Sales of Wine by Category: Total Volume 2018-2023

Table 2 - Sales of Wine by Category: Total Value 2018-2023

Table 3 - Sales of Wine by Category: % Total Volume Growth 2018-2023

Table 4 - Sales of Wine by Category: % Total Value Growth 2018-2023

Table 5 - Sales of Wine by Off-trade vs On-trade: Volume 2018-2023

Table 6 - Sales of Wine by Off-trade vs On-trade: Value 2018-2023

Table 7 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 8 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2018-2023

Table 9 - Sales of Still Red Wine by Price Segment: % Off-trade Volume 2018-2023

Table 10 - Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2018-2023

Table 11 - Sales of Still White Wine by Price Segment: % Off-trade Volume 2018-2023

Table 12 - Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2018-2023

Table 13 - GBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023

Table 14 - NBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023

Table 15 - LBN Brand Shares of Still Light Grape Wine: % Total Volume 2020-2023

Table 16 - GBO Company Shares of Champagne: % Total Volume 2019-2023

Table 17 - NBO Company Shares of Champagne: % Total Volume 2019-2023

Table 18 - LBN Brand Shares of Champagne: % Total Volume 2020-2023

Table 19 - GBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023

Table 20 - NBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023

Table 21 - LBN Brand Shares of Other Sparkling Wine: % Total Volume 2020-2023

Table 22 - GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023

Table 23 - NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023

Table 24 - LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2020-2023

Table 25 - GBO Company Shares of Non-grape Wine: % Total Volume 2019-2023

Table 26 - NBO Company Shares of Non-grape Wine: % Total Volume 2019-2023

Table 27 - LBN Brand Shares of Non-grape Wine: % Total Volume 2020-2023

Table 28 - Forecast Sales of Wine by Category: Total Volume 2023-2028

Table 29 - Forecast Sales of Wine by Category: Total Value 2023-2028

Table 30 - Forecast Sales of Wine by Category: % Total Volume Growth 2023-2028

Table 31 - Forecast Sales of Wine by Category: % Total Value Growth 2023-2028

## Alcoholic Drinks in Malaysia - Industry Overview

### EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split  
What next for alcoholic drinks?

## MARKET BACKGROUND

Legislation  
Legal purchasing age and legal drinking age  
Drink driving  
Advertising  
Smoking ban  
Opening hours  
On-trade establishments  
Summary 1 - Number of On-trade Establishments by Type 2017-2023

## TAXATION AND DUTY LEVIES

Summary 2 - Taxation and Duty Levies on Alcoholic Drinks 2023

## OPERATING ENVIRONMENT

Contraband/parallel trade  
Duty free  
Cross-border/private imports

## KEY NEW PRODUCT LAUNCHES

Outlook

## MARKET INDICATORS

Table 32 - Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

## MARKET DATA

Table 33 - Sales of Alcoholic Drinks by Category: Total Volume 2018-2023  
Table 34 - Sales of Alcoholic Drinks by Category: Total Value 2018-2023  
Table 35 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023  
Table 36 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023  
Table 37 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023  
Table 38 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023  
Table 39 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023  
Table 40 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023  
Table 41 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023  
Table 42 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023  
Table 43 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023  
Table 44 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028  
Table 45 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028  
Table 46 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028  
Table 47 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

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## SOURCES

Summary 3 - Research Sources

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