

# Vending in Malaysia

February 2024

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## Vending in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Vending machine use on the rise in Malaysia, with Coca-Cola leading and CoffeeBot climbing

Grab launches AI-driven reverse vending machines to promote plastic recycling, and contactless payments options became more prevalent

Government introduces IPR vending machines as product offer diversifies

#### PROSPECTS AND OPPORTUNITIES

Government initiatives likely to boost sales

Low-maintenance advantage will support further expansion of vending machines

KLEAN set to scale through partnership expansion as players invest in innovation

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Growth slows as revenge spending subsides

New entrants intensify the competition

What next for retail?

### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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Seasonality

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Christmas and year-end festive season

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