

RTD Coffee in Malaysia

February 2024

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RTD Coffee in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

RTD coffee faces ongoing competition from hot coffee and other soft drinks
Players leverage innovative marketing campaigns to boost brand awareness
Novelty product launches aim to catch consumers' attention

PROSPECTS AND OPPORTUNITIES

Stabilisation in sales expected due to improving economy over the forecast period
Expansion in off-trade distribution expected, as players aim to reach a wider consumer audience
Line expansions and novelty products set to continue over the forecast period

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Soft Drinks in Malaysia - Industry Overview

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