

# Carbonates in Malaysia

February 2024

Table of Contents

## Carbonates in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

On-trade volume and fountain volume sales supported by foodservice and hospitality developments

Off-trade volume remains flat due to inflationary pressures and unit price hikes

Coca-Cola maintains its lead thanks to ongoing flavour innovations

#### PROSPECTS AND OPPORTUNITIES

Sugar tax expected to push prices up further, placing downwards pressure on carbonates sales

The boost of tourism help to improve on-trade and off-trade volume growth over the forecast period

Gifts-with-purchase and price promotions to remain as key value-creation strategies

#### CATEGORY DATA

Table 1 - Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 2 - Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 3 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 4 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 5 - Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 6 - Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 7 - Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 8 - Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 9 - Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023

Table 10 - Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2018-2023

Table 11 - NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 12 - LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 13 - NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 14 - LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 15 - Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 16 - Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 17 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 18 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

Table 19 - Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028

Table 20 - Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2023-2028

## Soft Drinks in Malaysia - Industry Overview

### EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

### MARKET DATA

Table 21 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 22 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 24 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 25 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 26 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 27 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 28 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

Table 29 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 30 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 31 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 32 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 33 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 34 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 35 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 36 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 37 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 38 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 39 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 40 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 43 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 44 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 45 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 46 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 47 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 48 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 49 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 50 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

## APPENDIX

Fountain sales in Malaysia

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## SOURCES

Summary 1 - Research Sources

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