

# **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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