



**Euromonitor
International**

Hot Drinks in Malaysia

November 2025

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EXECUTIVE SUMMARY

Price rises limit volume growth, while the health trend is particularly evident in tea

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Continued price rises drive retail value growth and volume decline

Opportunities remain for premium variants

Tea sees the best performance due to lower price rises and health benefits

Sustainability is a growing trend in hot drinks

WHAT'S NEXT?

Growth is anticipated, with a move towards healthier products expected

Instant coffee mixes to see growth despite potential challenges due to demand for convenience

A focus on promotions likely, to encourage consumers to purchase

COMPETITIVE LANDSCAPE

Nestlé's sales return to growth thanks to new launches, but its share continues to decline

Omnichannel strategy and new launches drive growth for Luigi Lavazza

Product launches and switches drive solid growth for Boh Plantations

CHANNELS

Small local grocers dominates distribution in value terms, but hypermarkets in volume terms

Supermarkets performs well due to outlet openings and increasing footfall

Foodservice share of volume sales continues to rise

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising prices hamper volume growth, but fresh coffee still performs well

INDUSTRY PERFORMANCE

Retail sales impacted by rising prices and competition from foodservice

Fresh coffee benefits from habit persistence and new launches

WHAT'S NEXT?

Fresh ground coffee pods anticipated to be a growth driver

Strategies to address the rising price of coffee beans

Challenges expected from the competition from foodservice, and potential tax rises

COMPETITIVE LANDSCAPE

Nestlé maintains its lead, but its share declines for another year

Innovation helps drive growth for Luigi Lavazza

CHANNELS

Hypermarkets dominates due to the wide product range available

Supermarkets extends its share due to convenience and affordable pricing

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[Tea in Malaysia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Tea performs well as it is affordable and is perceived as healthy

INDUSTRY PERFORMANCE

A variety of factors ensure continued growth for tea in Malaysia

The health properties of green tea maintain its dynamic rising trend

WHAT'S NEXT?

Tea likely to benefit from a switch from pricier coffee, and from its health benefits
Aid programmes anticipated to continue and help maintain growth
Sustainability initiatives anticipated to continue to expand

COMPETITIVE LANDSCAPE

Boh Plantations extends its lead in tea thanks to its long history and new products
Dynamic growth for green tea leads Odani Kokufun to see strong growth

CHANNELS

Hypermarkets and small local grocers together dominate sales of tea
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[Other Hot Drinks in Malaysia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising prices and health concerns limit growth, but opportunities still remain

INDUSTRY PERFORMANCE

Retail values rise, but retail volume sales fall as consumers switch to other beverages
Foodservice volumes continue to see a dynamic increase as consumers switch channels
Even the best-performing category, other plant-based hot drinks, fails to see volume growth

WHAT'S NEXT?

Growth anticipated as consumers seek nutritious products, and as Nestlé rebounds
New product launches and expansion of convenience stores set to drive growth
Other plant-based hot drinks likely to benefit from growing health awareness

COMPETITIVE LANDSCAPE

Nestlé sees a slight share rebound and maintains its dominance
Quaker benefits from its health initiative and associated rewards programme

CHANNELS

Hypermarkets offer a wide product range and run marketing campaigns
Supermarkets sees the best performance due to price promotions

CATEGORY DATA

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