



Euromonitor
International

Tea in Malaysia

November 2025

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Tea in Malaysia - Category analysis

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

Convenience stores sees the most dynamic growth due to outlet expansion

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Hot Drinks in Malaysia - Industry Overview

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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