



Euromonitor
International

Spirits in Malaysia

June 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Heightened focus on responsible drinking dampens spirits
- International players hold strong position in spirits category
- Small local grocers are preferred for quick purchases, while hypermarkets are commonly visited for purchasing spirits intended as gifts

PROSPECTS AND OPPORTUNITIES

- Whiskies are poised to support spirits through cocktail culture and premiumisation
- Immersive and experiential marketing will remain key strategy to drive consumer engagement and build emotional brand connections
- Cocktail culture in Malaysia is expected to drive future growth of spirits

CATEGORY BACKGROUND

- Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
- Summary 1 - Benchmark Brands 2024

CATEGORY DATA

- Table 1 - Sales of Spirits by Category: Total Volume 2019-2024
- Table 2 - Sales of Spirits by Category: Total Value 2019-2024
- Table 3 - Sales of Spirits by Category: % Total Volume Growth 2019-2024
- Table 4 - Sales of Spirits by Category: % Total Value Growth 2019-2024
- Table 5 - Sales of Spirits by Off-trade vs On-trade: Volume 2019-2024
- Table 6 - Sales of Spirits by Off-trade vs On-trade: Value 2019-2024
- Table 7 - Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2019-2024
- Table 8 - Sales of Spirits by Off-trade vs On-trade: % Value Growth 2019-2024
- Table 9 - Sales of Dark Rum by Price Platform: % Total Volume 2019-2024
- Table 10 - Sales of White Rum by Price Platform: % Total Volume 2019-2024
- Table 11 - Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2019-2024
- Table 12 - Sales of English Gin by Price Platform: % Total Volume 2019-2024
- Table 13 - Sales of Vodka by Price Platform: % Total Volume 2019-2024
- Table 14 - Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2019-2024
- Table 15 - GBO Company Shares of Spirits: % Total Volume 2020-2024
- Table 16 - NBO Company Shares of Spirits: % Total Volume 2020-2024
- Table 17 - LBN Brand Shares of Spirits: % Total Volume 2021-2024
- Table 18 - Forecast Sales of Spirits by Category: Total Volume 2024-2029
- Table 19 - Forecast Sales of Spirits by Category: Total Value 2024-2029
- Table 20 - Forecast Sales of Spirits by Category: % Total Volume Growth 2024-2029
- Table 21 - Forecast Sales of Spirits by Category: % Total Value Growth 2024-2029

Alcoholic Drinks in Malaysia - Industry Overview

EXECUTIVE SUMMARY

- Alcoholic drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- On-trade vs off-trade split
- What next for alcoholic drinks?

MARKET BACKGROUND

- Legislation
- Legal purchasing age and legal drinking age

Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 22 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

MARKET DATA

Table 23 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024
Table 24 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024
Table 25 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024
Table 26 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024
Table 27 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024
Table 28 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024
Table 29 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024
Table 30 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029
Table 31 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029
Table 32 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029
Table 33 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 - Research Sources

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