



Euromonitor
International

Asian Speciality Drinks in Malaysia

November 2025

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Asian Speciality Drinks in Malaysia - Category analysis

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2025 DEVELOPMENTS

On-trade surges amidst off-trade decline, impacted by health and prices

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Off-trade volume decline driven by sugar tax and health concerns

The on-trade channel benefits from comparative affordability and variety

WHAT'S NEXT?

Consumer health concerns and tourism to reshape Asian speciality drinks

AI and multipacks likely to be key strategies in Asian speciality drinks

Anticipated sugar tax hikes to drive reformulation in Asian speciality drinks

COMPETITIVE LANDSCAPE

Local sourcing and strategic festive promotions drive Yeo Hiap Seng's lead

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Soft Drinks in Malaysia - Industry Overview

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Inflation and sugar tax limit the growth of soft drinks in 2025

On-trade growth as consumers indulge and tourist arrivals rise

Soft drinks sees innovation drive youth engagement amidst off-trade slowdown

WHAT'S NEXT?

Government aid and health trend expected to drive stable growth in soft drinks

Sugar tax pressures to reshape soft drinks, with focus on reformulation

Tourists will prioritise safety, driving demand for bottled water and coconut water

COMPETITIVE LANDSCAPE

F&N maintains its lead in soft drinks, leveraging diverse portfolio against rising costs

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