



# Wine in Malaysia

July 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

On-trade sales of wine continue to recover in 2023 but economic pressures put the brakes on growth

Off-trade volume demand experience flat growth in 2023

Wine players rationalise their portfolios and limit promotions in 2023

### PROSPECTS AND OPPORTUNITIES

Wine price to grow with expected disruptions in freight route for European imports

Local distributors are predicted to expand their distribution reach while e-commerce could stake a stronger share in the market

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## Alcoholic Drinks in Malaysia - Industry Overview

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Competitive landscape

Retailing developments

On-trade vs off-trade split  
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