

# Cider/Perry in Malaysia

July 2024

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## Cider/Perry in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cider/perry struggles due to price rises and competition from other products in 2023

Non-alcoholic cider/perry fails to take off

Competition heats up in 2023 despite declining sales

#### PROSPECTS AND OPPORTUNITIES

Cider/perry producers expected to target on-trade outlets with tourism numbers set to swell

Heineken and Luen Heng Agency may need to adopt new strategies to challenge Carlsberg's dominance

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