

Cider/Perry in Malaysia

June 2023

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Cider/Perry in Malaysia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Regular cider/perry sees modest growth in 2022 as consumers lose interest in these products

Carlsberg sees significant gains thanks to investment in new products and marketing campaigns in 2022

Stringent rules discourage investment in non alcoholic cider/perry in 2022

PROSPECTS AND OPPORTUNITIES

Regular cider/perry is anticipated to see moderate growth over the forecast period

Existing players are likely to invest in marketing campaigns to attract the attention of consumers

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