

Carbonates in Malaysia

February 2024

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Carbonates in Malaysia - Category analysis

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2023 DEVELOPMENTS

On-trade volume and fountain volume sales supported by foodservice and hospitality developments

Off-trade volume remains flat due to inflationary pressures and unit price hikes

Coca-Cola maintains its lead thanks to ongoing flavour innovations

PROSPECTS AND OPPORTUNITIES

Sugar tax expected to push prices up further, placing downwards pressure on carbonates sales

The boost of tourism help to improve on-trade and off-trade volume growth over the forecast period

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