



Spirits in Malaysia

June 2023

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Spirits in Malaysia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Cognac, whiskies and white spirits enjoy healthy growth in total volume terms in 2022

The mushrooming of Japanese, Korean restaurants and bars boost demand in 2022

Other liqueurs and ad-mix products see declining volume sales in 2022

PROSPECTS AND OPPORTUNITIES

Mixed fortunes predicted for spirits but with an overall positive outlook

Existing players are likely to organise seasonal marketing campaigns to stimulate demand over the forecast period

Existing players are expected to expand brand varieties over the forecast period

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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