



# Bottled Water in Malaysia

February 2024

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## Bottled Water in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Modest off-trade volumes seen, despite water supply disruptions in 2023

The recovery of tourism encourages consumption of bottled water

Players introduce new eco-friendly packaging to attract off-trade sales

#### PROSPECTS AND OPPORTUNITIES

Flavoured bottled water is tipped as a subcategory to watch

Ongoing water supply disruptions and tourism will support sales over the forecast period

Players are anticipated to focus on environmental responsibility to boost their image

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