



Rtds in Malaysia

June 2023

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Rtds in Malaysia - Category analysis

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2022 DEVELOPMENTS

Wine-based RTDs enjoy strongest total volume growth in 2022

Spirit-based RTDs struggles to take off in 2022

International brand enters RTDs to compete with locally produced brand in 2022

PROSPECTS AND OPPORTUNITIES

Wine-based RTDs is predicted to rebound over the forecast period

Spirit-based RTDs is expected to see total volume to grow slowly over the forecast period

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