



Juice in Malaysia

February 2024

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Juice in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Slower sales seen in off-trade channels, as consumers substitute liquid concentrates for juice

Players focus on new product launches and company collaborations to stimulate demand and strengthen their penetration

PROSPECTS AND OPPORTUNITIES

Juice set to be affected by the sugar tax, with price increases expected

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Players expected to organise frequent marketing campaigns to engage with consumers

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