



Rtds in Malaysia

July 2024

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2023 DEVELOPMENTS

RTDs experiences declining sales in off-trade and on-trade volume terms in 2023

RTDs struggling to attract investment with leading players focusing on other areas of their businesses

Leading players limit marketing investments

PROSPECTS AND OPPORTUNITIES

On-trade volume sales expected to stabilise but growth opportunities appear limited

Off-trade volume sales projected to decline due to lack of interest

More Korean brands could enter the market while players could focus on the low alcohol content as a key selling point

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