



**Euromonitor
International**

RTD Coffee in Malaysia

November 2025

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[RTD Coffee in Malaysia - Category analysis](#)

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2025 DEVELOPMENTS

Convenience and product launches drive growth

INDUSTRY PERFORMANCE

RTD coffee sees low growth amidst rising costs, thanks to on-the-go convenience

New product innovations sustain demand in RTD coffee in Malaysia

WHAT'S NEXT?

Off-trade growth to be driven by continuous product innovation and partnerships

Imported brands set to diversify the category with unique flavours and strategic distribution

Sugar tax pressures likely to encourage RTD coffee manufacturers to reformulate

COMPETITIVE LANDSCAPE

Nestlé leads RTD coffee, overcoming challenges with product and retail strategy

Extensive distribution and diverse variants drive growth for Etika Beverages

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Small local grocers leads distribution despite growing competition

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EXECUTIVE SUMMARY

Navigating rising costs and the health trend in soft drinks

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INDUSTRY PERFORMANCE

Inflation and sugar tax limit the growth of soft drinks in 2025

On-trade growth as consumers indulge and tourist arrivals rise

Soft drinks sees innovation drive youth engagement amidst off-trade slowdown

WHAT'S NEXT?

Government aid and health trend expected to drive stable growth in soft drinks

Sugar tax pressures to reshape soft drinks, with focus on reformulation

Tourists will prioritise safety, driving demand for bottled water and coconut water

COMPETITIVE LANDSCAPE

F&N maintains its lead in soft drinks, leveraging diverse portfolio against rising costs

Local sourcing, broad distribution, and engaging campaigns propel dynamism for Kara Marketing

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Small local grocers maintains its lead amidst intensifying channel competition

Convenience stores, forecourt retailers, and supermarkets see distribution growth

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