



Euromonitor
International

Spirits in Malaysia

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Heightened focus on responsible drinking dampens spirits
International players hold strong position in spirits category
Small local grocers are preferred for quick purchases, while hypermarkets are commonly visited for purchasing spirits intended as gifts

PROSPECTS AND OPPORTUNITIES

Whiskies are poised to support spirits through cocktail culture and premiumisation
Immersive and experiential marketing will remain key strategy to drive consumer engagement and build emotional brand connections
Cocktail culture in Malaysia is expected to drive future growth of spirits

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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Alcoholic Drinks in Malaysia - Industry Overview

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2024 key trends
Competitive landscape
Retail developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age

Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

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Contraband/parallel trade
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DISCLAIMER

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