



Juice in Malaysia

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Price sensitivity and health concerns limit growth

INDUSTRY PERFORMANCE

Growth limited by sugar tax, health trend, and sales of fresh juice in foodservice

Health trend drives growth for coconut and other plant waters

WHAT'S NEXT?

Growth will be harder to achieve as consumers become more health-conscious

Focus on using AI for operational efficiency, and modern retailers for distribution

Potential further increase in the sugar tax could impact growth

COMPETITIVE LANDSCAPE

Malaysia Milk extends its lead thanks to quality, wide presence, and marketing

Local ingredient sourcing and wider distribution boost sales for Kara Marketing

CHANNELS

Hypermarkets maintains its distribution lead due to wide product range

Outlet expansion and popularity among younger consumers drives growth for convenience stores

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EXECUTIVE SUMMARY

Navigating rising costs and the health trend in soft drinks

KEY DATA FINDINGS

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

CHANNELS

Small local grocers maintains its lead amidst intensifying channel competition

Convenience stores, forecourt retailers, and supermarkets see distribution growth

On-trade surges with convenience and tourism, outpacing minimal off-trade growth

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