



Euromonitor
International

Fine Wines/Champagne and Spirits in Malaysia

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KEY DATA FINDINGS

2025 DEVELOPMENTS

- Premiumisation drives growth in fine wines/champagne and spirits
- Luxury spirits brands drive growth through sustainability initiatives
- Grocery retailers account for most sales, but e-commerce also used to reach a broader audience

PROSPECTS AND OPPORTUNITIES

- Growing demand for premium products set to drive growth, but responsible consumption will also be important
- Growth to be driven by heritage and sustainability efforts
- As on-trade trends enter the off-trade, increasing home consumption is anticipated

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Luxury Goods in Malaysia - Industry Overview

EXECUTIVE SUMMARY

- Luxury goods in 2025: The big picture
- 2025 key trends
- Competitive landscape
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SOURCES

- Summary 1 - Research Sources

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