

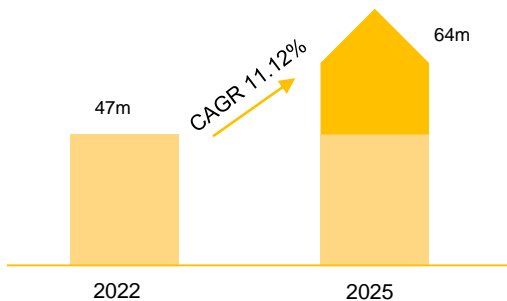


MARKET TRENDS IN MALAYSIA:
BEVERAGES



KEY TRENDS

Malaysia Beverages Market (US\$)



+ IN-SCOPE

- Alcoholic drinks (e.g., beer, wine, spirits)
- Hot drinks (tea, coffee, cocoa)
- Non-alcoholic drinks (e.g., soft drinks, juices, mineral water)

- ▶ The number of users are expected to amount to 5.6m users by 2025.
- ▶ User penetration will be 12.7% in 2022 and is expected to hit 16.4% by 2025.
- ▶ The average revenue per user (ARPU) is expected to amount to US\$11.14.



PROSPECTS AND OPPORTUNITIES



BETTER-FOR-YOU BEVERAGES



CRANBERRY JUICE & COCONUT WATER



NATURAL INGREDIENTS IN SPECIALITY DRINKS



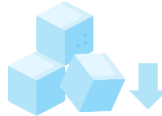
MALT-BASED HOT DRINKS

BETTER-FOR-YOU BEVERAGES



One of the obstacles to health and wellness beverages is the high prices of some products. Low calorie cola is at an advantage due to the greater affordability and wider availability.

- Nestlé launches new Lively brand of reduced sugar RTD tea.
- Coca-Cola held a dominant position in BFY reduced sugar soft drinks with its Coca-Cola Light and Coca-Cola Zero products leading the way.
- Following the entry of reduced sugar versions of popular local brands Seasons, Yeo's, and Drinho have caused a significant shift in the competitive landscape.



As Malaysians become more health-conscious and sophisticated in their purchasing decisions, there is likely to be a shift towards products with functional benefits and natural ingredients.



100 Plus Reduced Sugar & Zero Sugar Carbonated Isotonic Drink

- 100PLUS Reduced Sugar has less sugar compared to 100PLUS Original, and it only contains 4g Sugar per 100ml, with no added sweetener.
- Refresh with Zero Sugar, Zero Calories and the same great 100PLUS taste that you've always loved!
- Product of Malaysia.

Ingredients for Reduced Sugar: Carbonated Water, Glucose, Fructose, Sucrose, Sodium Citrate, Sodium Chloride, **Potassium Phosphate, Calcium Phosphate**, Contains Acidity Regulator (**Citric Acid**) as Permitted Food Conditioner, Permitted Flavouring Substance and Preservative, Food Additives used are derived from Synthetic Origin.

BETTER-FOR-YOU BEVERAGES



Red Bull® 25% Less Sugar

- Red Bull® 25% Less Sugar is specially crafted to meet the challenges of the modern working executive.
- We work hard to lighten your load, so your body doesn't have to.
- Red Bull® 25% Less Sugar is a functional beverage that contains a nutritious blend of amino acids, carbohydrates and B Vitamins to stimulate the body's metabolism and enhance mental performance and physical endurance.
- Product of Thailand.

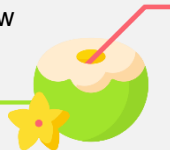
Ingredients: Sucrose, **Taurine**, D-glucuronolactone, 1,3,7-Trimethylxanthine, Lysine, **Choline Bitartrate**, Inositol, **Vitamin B3**, **Vitamin B5**, **Vitamin B6**, **Vitamin B12**. Contains **Citric Acid**, Sodium Benzoate, Permitted Colouring, Flavouring Substance and Preservatives.

CRANBERRY JUICE & COCONUT WATER



Superfruits like cranberries and coconuts are likely to perform well in the next few years, as more local consumers become aware of their health benefits.

Coconut water has been rising in popularity in recent years, with Hydro Coco a strong new player.



Ocean Spray Cranberry Classic Original Cranberry Juice Drink

- 27% Fruit Juice.
- High in antioxidant.
- Good source of vitamin C.
- Promotes urinary tract health.
- Emerging heart health benefit.
- Product of Australia.

Ingredients: Water, Cranberry Juice From Concentrate, Sugar, Ascorbic Acid, Purple Carrot Juice Concentrate.

CRANBERRY JUICE & COCONUT WATER



Hydro Coco Original Coconut Water

- Made with coconut water (not from concentrate), no added water and aseptically processed.
- Replace body fluids – natural rehydration for body fluids.
- Rich in minerals – A good source of potassium, magnesium and calcium.
- Contains fiber – Good source of fiber for your body.
- Fat free – 0% fat helps in weight loss effort.
- Product of Indonesia.

Ingredients: Coconut Water (97%), Cane Sugar, Nature Identical Coconut Water Flavour, **Xanthan Gum**, **Citric Acid**.

NATURAL INGREDIENTS IN SPECIALITY DRINKS



Asian speciality drinks in Malaysia have long been dominated by traditional products, such as grass jelly, lychee, sugar cane, winter melon and bandung drinks.

Some consumers are moving away from Asian speciality drinks to RTD tea, bottled water and juice, which have a stronger health and wellness appeal.

As a result, manufacturers of Asian speciality drinks are increasingly favouring the use of such natural ingredients as dates, honey and lemon to attract consumers.



Longan Red Date

- A tasty nourishing drink that is nutritious for overall health wellness.
- Contains red date which is well known as superfood.
- Less sugar.
- No preservative.
- Product of Malaysia.

Ingredients: Longan, Red Dates & Liquorice Extract, Sugar, Caramel, Sodium Phosphate and Sucralose.

NATURAL INGREDIENTS IN SPECIALITY DRINKS



Pokka Natsbee Honey Lemon Drink

- With lemon juice & honey.
- Less sweet.
- Contains vitamin C.
- Instant refreshment.
- No added preservatives.
- Product of Singapore.

Ingredients: Water, Sucrose, Lemon Juice, Sorbitol, Flavourings, Honey, **Sodium Citrate**, **Citric Acid**, **Vitamin C**, Natural Colouring, All Food Additives are Sourced from Plant / Synthetic Origin.

MALT-BASED HOT DRINKS



Malt-based hot drinks, such as Milo, will continue to account for the bulk of retail volume sales of hot drinks throughout the year.

With a strong health and wellness positioning malt-based, hot drinks are likely to prove particularly popular in the wake of the pandemic.

Plant-based hot drinks remained the top performer in 2021 in terms of its rate of retail volume sales growth, as they are considered to be relatively healthy.

Fortified other plant-based hot drinks are proving to be particularly popular with young adults, with some of them using these products as a meal replacement.



Nestlé MILO Activ-Go Chocolate Malt Powder

- Start your day energized with MILO® that contains the natural goodness of malt barley, milk, cocoa, essential vitamins and minerals, with only ~1 teaspoon of added sugar (sucrose) per serve.
- Product of Malaysia.

Ingredients: Extract of Malt Barley and Starch, Skimmed Milk Powder (Cow's Milk), Sugar, Cocoa Palm Oil, Minerals, Vitamins. All Additives Are of Plant Based Or Synthetic Origin.

MALT-BASED HOT DRINKS



Super NutreMill 3 in 1 Cereal Original

- NutreMill fills you up with nutritious goodness that keeps you going so you can do more.
- Experience the joys of living well.
- Our 3in1 Original Cereal is packed with essential vitamins and minerals for your general well-being.
- Delicious and nutritious, this cup of good-old cereal can be enjoyed by the whole family, any time of the day.
- Product of Malaysia.

Ingredients: Cereal (Whole Wheat, Malt Extract (Contains Barley), Sugar, Corn Grits, Salt, Permitted Flavouring), Creamer [Glucose Syrup, Hydrogenated Vegetable Fat, Milk Solids, **Stabilizers** (E340ii, E451i), **Emulsifiers** (E471, E472e), Silicon Dioxide (E551)], Sugar, **Calcium Carbonate** and **Vitamins (E,A, B1)**.

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THANK YOU