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The Malaysian coffee market is poised for steady expansion, with projections indicating growth from USD 753.8 million in 2024 to USD 1,075.3 million by 2030, representing a 6.1% compound annual growth rate. This upward trajectory is being driven by a maturing coffee culture and growing consumer sophistication, with rising disposable incomes and rapid urbanization fueling demand for both traditional and innovative coffee formats. The market is experiencing a dual consumption pattern, where the pandemic-induced home coffee brewing trend continues to sustain retail sales of fresh ground coffee and pods, while the post-pandemic return to workplaces is revitalizing foodservice channel growth. Premiumization trends are evident across the market, with fresh ground coffee and pod varieties gaining traction among quality-conscious consumers who initially invested in home brewing equipment during lockdowns. These consumers continue to favor the cost-effectiveness of home preparation compared to café purchases, creating sustained demand in the retail segment. However, the gradual normalization of work routines is driving a rebalancing of consumption patterns, as increased mobility leads consumers back to coffee shops and specialist outlets that offer greater variety, novelty, and convenience. The foodservice sector is capitalizing on this shift by enhancing its value proposition through menu innovation and experiential offerings. Coffee specialists are particularly well-positioned to benefit from consumers' renewed appetite for out-of-home consumption, leveraging their ability to provide sophisticated beverage options that align with Malaysia's evolving coffee culture. This bifurcation of the market - between enduring home consumption and resurgent foodservice demand - presents opportunities for operators across both channels to cater to distinct consumer needs and occasions. The market's growth will be further supported by continuous product innovation, particularly in ready-to-drink formats and specialty blends that appeal to Malaysia's increasingly discerning coffee drinkers. Focused on delivering actionable insights, this report explores the Malaysia coffee market, analyzing historical performance from 2020 to 2024 and providing forecasts up to 2030. It assesses market size, growth dynamics, and segment-specific trends, highlighting the factors driving change in the industry. By breaking down the market into product type, packaging type and distribution channel, the report equips decision-makers with a clear understanding of the competitive landscape and growth potential. Market Segmentation The following outlines the segmentation of the Malaysia coffee market: Product type: RTD coffee, whole beans, ground coffee (coffee capsules and pods, standard ground coffee), instant coffee (standard instant coffee, coffee mixes) Packaging type: flexible packaging, folding cartons, glass, others Distribution channel: bars and HoReCa, convenience stores, e-commerce, small grocery stores, supermarkets and hypermarkets, others The segmentation of the Malaysia coffee market product type, packaging type and distribution channel. By product type, it includes RTD coffee, whole beans, ground coffee (coffee capsules and pods, standard ground coffee), and instant coffee (standard instant coffee, coffee mixes). Packaging type segments encompass flexible packaging, folding cartons, glass, and others. Distribution channel segmentation comprises bars and HoReCa, convenience stores, e-commerce, small grocery stores, supermarkets and hypermarkets, and others. Competitive Landscape Top players featured in the Malaysia coffee market study include White Cafe Sdn. Bhd., UCC Ueshima Coffee Co. Ltd., Syarikat Hang Tuah Sdn. Bhd., PT. SARI INCOFOOD CORPORATION, PT. Mayora Indah Tbk, Power Root (M) Sdn. Bhd., Nestle S.A., Massimo Zanetti Beverage Group S.p.A., Luigi Lavazza S.p.A., JDE Peet's N.V., In-Comix Food Industries Sdn. Bhd., Gold Choice Coffee Co., Chek Hup Sdn. Bhd. and Aik Cheong Coffee Roaster Sdn. Bhd. This report delves into an in-depth examination of leading companies in the coffee sector, analyzing their performance from 2020 to 2024. The results indicate changes in market share, emphasizing both established leaders and new entrants. Why Buy This Report? Obtain precise statistical data and forecasts for the Malaysia coffee market. Gain in-depth analysis and forecasts for the key segments of the Malaysia coffee market: product type, packaging type and distribution channel. Develop region-specific strategies and set strategic priorities based on localized data analysis. Gain deep insights into the dynamics of the Malaysia coffee market. Identify high-potential investment opportunities by targeting growth sectors and emerging trends. Anticipate the future trajectory of the Malaysia coffee market with informed projections. Assess the competitive landscape to determine the ideal timing for capitalizing on market opportunities. A single unlimited user license within the same organization, with no additional charges for extra users. Table of Contents TABLE OF CONTENTS Key Findings Market Segmentation Market Overview Malaysia Coffee Market - Product Type Analysis Malaysia Coffee Market - Packaging Type Analysis Malaysia Coffee Market - Distribution Channel Analysis Company Shares Analysis White Cafe Sdn. Bhd. UCC Ueshima Coffee Co., Ltd. Syarikat Hang Tuah Sdn. Bhd. PT. SARI INCOFOOD CORPORATION PT. Mayora Indah. Tbk Power Root (M) Sdn. Bhd. Nestle S.A. 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It is a comprehensive industry report, analyzing multiple products within the beer industry, segmented into several main categories. This research report provides a strategic analysis of the Malaysian coffee industry and describes the industry size, main market participants, growth and demand drivers, challenges, and other factors that influence the development of the industry. This analysis includes information about the market volume and value, import, export, foreign trade, and pricing of the main product groups within the industry. 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Evaluate how diversified the industry is in terms of competitive intensity, fragmentation, and environment in order to understand competitive threats. Assess growth potential, opportunities, demand drivers, and challenges in the industry. Quickly and cost-effectively receive a complete strategic analysis of the industry. Improve your pitches and presentations by using verified industry data and expert insights. Make important strategic decisions safely and with confidence. Receive professional expertise on the industry and its development. Empower your marketing, branding, strategy, product and business development with valuable industry insights. Build your investment strategy by assessing industry attractiveness or company attractiveness. Evaluate the key macroeconomic indicators to get insight into the general trends within the economy and demographics. Acquire data your competitors might already have and be acting upon. Report Users This industry research report is ideal for people who want to gain a comprehensive understanding of the coffee industry in Malaysia. It is also tailored to help people who need a clear and fact-based analysis of the market size and dynamics, import, export, foreign trade, and pricing of the main product groups within the industry. Most often, these people are professionals actively working in the industry as: C-suite executives; Directors; Industry strategists; Marketing professionals; Business development professionals; Product developers; Product marketers and strategists; Project managers; Project managers; Suppliers; Traders. This report can also bring value to professionals, not actively involved in the industry, such as: Management consultants; Investment managers; Financial professionals; Bank managers; M&A managers; Auditors. Report Data - Unlock Strategic Decisions The industry research report presents reliable and verified market data. It provides valuable support to make important strategic decisions regarding: Strategic planning; Marketing and sales; Market and industry evaluation; Evaluation of market opportunities, risks, and challenges; Regional evaluation and opportunity analysis; Market entry; Market growth; Pricing and promotion; New product development; Distribution; Sourcing and supply chain management; Company evaluation; Mergers and acquisitions. Please note: The report will be updated with the latest information so the delivery timeline is 5 days upon order confirmation.* PETALING JAYA: Malaysia has long been celebrated for its rich coffee culture, evolving from traditional Kopi O to contemporary favourites like the Americano. Over the years, the country has witnessed a surge in coffee consumption, fuelling the growth of local coffee shops and roasters. Data from World Coffee Portal shows Malaysia's branded coffee shop market grew by 28% in the past year, with more than 3,330 outlets. The retail expansion has been driven by an economy that is projected to grow by 4% to 5% in 2024. While trendy coffee chains and imported beans dominate the market, there remains a strong demand for traditional coffee-making methods that preserve Malaysia's heritage and unique flavours. Sai Kee Kopi, better known as Kopi 434, has been a key player in Malaysia's coffee industry since the 1950s. Staying true to its roots, the company grows its coffee beans and preserves traditional coffee-making methods. Its senior sales executive Darren Lee told the Sun its roasting tradition dates back to the British colonial era. "The British introduced coffee to Malaysia, but many consumed opium, which dulled their taste buds. To enhance the flavour for locals, the Hainanese added caramel during the roasting process." Sai Kee Kopi has a long history that dates back to 1953 when it was founded by Kiar Han Sai in Muar, Johor. It continues to thrive today by offering diverse products to remain relevant in a fast-changing market. Lee said coffee beans are the seeds of a cherry-like fruit. Coffee trees produce berries, called coffee cherries, that turn bright red when they are ripe and ready to pick. The fruit is found in clusters along the branches of the tree. He said Liberica berries, also known as the "elephant bean", grown by the company are larger and have a more distinctive flavour. "It's called the elephant bean because of its size compared with other varieties." However, preserving it is challenging due to its yield, which is far lower than other varieties, and the difficulty in roasting due to its irregular shape. Skilled labour is also essential to minimise waste and maintain quality." Despite these challenges, Sai Kee Kopi actively promotes it as a cultural icon and maintains its plantation in Muar, Johor to ensure the best quality. While heritage coffee thrives, newer players like The Bloc, bring modern twists to the table. Founder Muhammad Azfar Roslan, 25, said his business focuses on mocktails with coffee, matcha, chocolate bases and butter coffee. "Our coffee beans are of Brazilian origin and are medium roasted for a more balanced flavour, not too acidic or bitter. This medium roast also makes it easier for us to develop new recipes. "We grind the beans ourselves and use the AeroPress method as this approach brings out the best in our coffee's aroma and taste." Muhammad Azfar said although the beans are sourced from Brazil, he buys them from a local supplier that roasts them, ensuring quality and affordability. He said Malaysia has a strong community of coffee lovers, with demand consistently high. "In just two-and-a-half months since opening my stall in Bangi, Selangor, I'm already considering expanding my business as it has proven very popular and profitable." For coffee enthusiasts and barista at The Bloc, Hazim Imran, 25, Malaysia's coffee scene offers the best of both worlds. "I enjoy my Americano, but I still crave a cup of Kopi O now and then. Both traditional and modern coffee styles can co-exist as Malaysians appreciate them for different reasons." Hazim views the influx of international chains and modern coffee styles as a positive development. "It's not a bad thing that many coffee chains are entering the market. It's great to see our coffee culture growing and making its mark on the world stage too." However, kopitiam and traditional coffee shops will always have a place as locally sourced coffee is always the best." The Malaysian Coffee Industry Report Description This report presents an overview of the Malaysian coffee industry for the period 2020-2024, the effect of recent high-impact world events on it, and a forecast for the industry development in the medium term (2025F-2030F). 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Market Segmentation The segmentation of the Malaysia coffee market is outlined below: Product type: RTD coffee, whole beans, ground coffee (coffee capsules and pods, standard ground coffee), instant coffee (standard instant coffee, coffee mixes) Packaging type: flexible packaging, folding cartons, glass, others Distribution channel: bars and HoReCa, convenience stores, e-commerce, small grocery stores, supermarkets and hypermarkets, others The coffee market in Malaysia is segmented across product type, packaging type and distribution channel. In terms of product type, the market is segmented into RTD coffee, whole beans, ground coffee (coffee capsules and pods, standard ground coffee), and instant coffee (standard instant coffee, coffee mixes). Packaging type categories include flexible packaging, folding cartons, glass, and others. 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Gain in-depth analysis and forecasts for the key segments of the Malaysia coffee market: product type, packaging type and distribution channel. Develop region-specific strategies and set strategic priorities based on localized data analysis. Gain deep insights into the dynamics of the Malaysia coffee market. Identify high-potential investment opportunities by targeting growth sectors and emerging trends. Anticipate the future trajectory of the Malaysia coffee market with informed projections. Assess the competitive landscape to determine the ideal timing for capitalizing on market opportunities. A single unlimited user license within the same organization, with no additional charges for extra users. Table of Contents TABLE OF CONTENTS Key Findings Market Segmentation Market Overview Malaysia Coffee Market - Product Type Analysis Malaysia Coffee Market - Packaging Type Analysis Malaysia Coffee Market - Distribution Channel Analysis Company Shares Analysis Aik Cheong Coffee Roaster Sdn. 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Modeling approach: Market sizes are determined through a Top-Down approach, building on specific predefined factors for each market segment. As a basis for evaluating markets, we use resources from the Statista platform as well as in-house market research, national statistical offices, international institutions, trade associations, companies, the trade press, and the experience of our analysts. In addition, we use relevant key market indicators and data from country-specific associations, such as production data, region, and price level index. This data helps us estimate the market size for each country individually. Forecasts: In our forecasts, we apply diverse forecasting techniques. The selection of forecasting techniques is based on the behavior of the relevant market. For example, the exponential trend smoothing is well suited for forecasting the Hot Drinks market with a projected steady growth. Additional notes: The data is modeled using current exchange rates. The impact of the COVID-19 pandemic and the Russia-Ukraine war are considered at a country-specific level. Middle East OLED Market (2025-2031) | Outlook, Forecast, Revenue, Growth, Companies, Analysis, Industry, Share, Trends, Value & Size Global Hydroxycycloquine And Chloroquine Market (2025-2031) | Industry, Trends, Size, Outlook, Growth, Value, Companies, Revenue, Analysis, Share, Forecast Saudi Arabia Plant Maintenance Market (2025-2031) | Industry, Size, Growth, Revenue, Value, Companies, Forecast, Analysis, Share & Trends Taiwan Electric Truck Market (2025-2031) | Outlook, Industry, Revenue, Size, Forecast, Growth, Analysis, Share, Companies, Value & Trends South Korea Electric Bus Market (2025-2031) | Outlook, Industry, Companies, Analysis, Size, Revenue, Value, Forecast, Trends, Growth & Share Africa Low Temperature Powder Coating Market (2025-2031) | Companies, Competition, Size, Challenges, Segmentation, Trends, Competitive, Industry, Supply, Strategy, Investment Trends, Growth, Segments, Restraints, Strategic Insights, Revenue, Share, Forecast, Drivers, Analysis, Pricing Analysis, Demand, Consumer Insights, Value, Opportunities, Outlook North America Low Temperature Coating Market (2025-2031) | Industry, Outlook, Pricing Analysis, Forecast, Segments, Competition, Restraints, Share, Opportunities, Revenue, Challenges, Strategy, Competitive, Size, Trends, Supply, Strategic Insights, Demand, Investment Trends, Drivers, Value, Segmentation, Companies, Analysis, Consumer Insights, Growth North America Low Temperature Co-Fired Ceramic Market (2025-2031) | Size, Challenges, Segmentation, Pricing Analysis, Segments, Companies, Investment Trends, Share, Value, Restraints, Strategic Insights, Strategy, Analysis, Revenue, Drivers, Consumer Insights, Competitive, Trends, Industry, Growth, Demand, Opportunities, Forecast, Competition, Supply, Outlook North America Low Sugar Fruit Snacks Market (2025-2031) | Share, Restraints, Forecast, Competition, Size, Analysis, Investment Trends, Strategic Insights, Industry, Consumer Insights, Supply, Pricing Analysis, Outlook, Drivers, Trends, Growth, Strategy, Segmentation, Competitive, Segments, Challenges, Opportunities, Companies, Revenue, Demand, Value North America Low Sodium Snack Market (2025-2031) | Strategy, Supply, Challenges, Outlook, Size, Pricing Analysis, Segments, Share, Strategic Insights, Trends, Investment Trends, Segmentation, Industry, Growth, Opportunities, Value, Drivers, Consumer Insights, Demand, Forecast, Restraints, Analysis, Companies, Competitive, Revenue, Competition 2025 © New Straits Times, New Straits Times Press (M) Bhd (Co. 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