



Wine to Malaysia.

Trends and opportunities

The market

Since 2001, Australia has overtaken France in its export of wine to Malaysia. Currently, there are 3.8 million litres of wine exported annually to Malaysia, with Australia supplying 1.6 million litres of the total import.

Traditionally, brandy has been the most popular alcoholic beverage in Malaysia, followed by whisky and wine. Factors attributing to Malaysia's growing wine market include:

- ✍ The lifestyles of an increasing number of affluent, sophisticated and well-travelled consumers. Wine is becoming a symbol of cultural refinement in Malaysia
- ✍ A sizeable expatriate community
- ✍ An influx of tourists
- ✍ The emergence of a large number of younger wine drinkers who regard the consumption of wine as being modern and upmarket
- ✍ The rise in the number of women drinkers with most preferring white wine to red wine
- ✍ The consumption of wine has become more affordable and is perceived to be a healthier choice when compared to hard liquor, such as brandy or whisky
- ✍ Malaysians have a preference for 'bolder' wines, which is typical of Australian wines

The increasing awareness of wines is as a result of:

- ✍ **The regular showcasing and promotion of food-producing countries** by five-star hotels in which wines are often one of the main items featured.
- ✍ **Wine-tasting sessions by winemakers brought in by local wine import agents.** Invariably, this has led to a growing request for formal wine classes with some preferring these sessions to be at a certificate or diploma level.
- ✍ **Regular wine articles** in the local media.

The consumption ratio between red and white wine is 80:20. Red wine is gaining popularity due to favourable publicity by local press and media emphasising its health benefits.

Opportunities

There is a growing market for wine in Malaysia. Many Australian brands have established their presence in Malaysia and there is opportunity to increase the range including:

- ✍ sparkling wines
- ✍ dry white table wines
- ✍ semi-sweet and sweet white wines
- ✍ dry table wines
- ✍ fortified wines

More information

For further information please contact Austrade on 13 28 78 or email info@austrade.gov.au

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