

# Alcoholic Drinks Packaging in Malaysia

September 2023

Table of Contents

## Alcoholic Drinks Packaging in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Foodservice recovery boosts glass bottle packaging unit volumes in 2022

Beer brands launch Lunar New Year limited-edition packaging

Carlsberg group introduces new coatings to make glass bottles last longer

#### PROSPECTS AND OPPORTUNITIES

Positive growth expected for kegs over the forecast period but glass will remain the most common pack type

New labelling rules to impact de-alcoholised beverages from 2022

## Alcoholic Drinks Packaging in Malaysia - Company Profiles

## Packaging Industry in Malaysia - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Sustainability credentials of folding cartons benefit this pack type in home care

Brick liquid cartons popular for use in juice packaging in 2022

Glass bottles remain the preferred packaging format for rum, whiskies and wine

HDPE bottles remain popular in hair care packaging

Flexible plastic the leading pack type in confectionery in 2022

### PACKAGING LEGISLATION

Malaysia Plastic Sustainability Roadmap to combat packaging waste

### RECYCLING AND THE ENVIRONMENT

Brands embrace sustainability amid rising environmental concerns

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