

# Packaging Industry in Malaysia

February 2024

Table of Contents

### 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

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/packaging-industry-in-malaysia/report](https://www.euromonitor.com/packaging-industry-in-malaysia/report).