

# Processed Meat and Seafood Packaging in Malaysia

October 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Metal food cans preferred for durability and good preservation  
Demand for chilled processed meat falls due to rising health awareness  
Flexible plastic is viewed as a practical pack type for processed seafood

### PROSPECTS AND OPPORTUNITIES

Thin wall plastic containers are favoured for their transparency and convenience  
300g pack size expected to gain share in the forecast period

## Processed Meat and Seafood 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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