



Euromonitor  
International

# Beauty and Personal Care Packaging in Malaysia

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Easy-to-carry squeezable plastic tubes gaining share in some categories  
Growth of lightweight plastic pouches in body wash/shower gel packaging  
Durable HDPE bottles see increasing demand in baby and child-specific sun care and men's skin care

### PROSPECTS AND OPPORTUNITIES

HDPE bottles to see strong growth in a number of categories  
Strong growth expected for folding cartons in adult sun care and eye liner/pencil

## Beauty and Personal Care Packaging in Malaysia - Company Profiles

## Packaging Industry in Malaysia - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture  
2023 key trends  
HDPE bottle packaging growing for fresh milk and flavoured milk drinks  
Fresh ground coffee in drip bags becoming popular due to the convenience  
Glass bottles gaining popularity in alcoholic drinks packaging  
Plastic pouches recording growth in body wash/shower gel packaging  
Flexible plastic and blister and strip packs dominate air care packaging

### PACKAGING LEGISLATION

Essential labelling requirements for Malaysian food packaging  
Plastic Packaging Tax incentivising the shift to eco-friendly materials and packaging practices

### RECYCLING AND THE ENVIRONMENT

Label-free bottled water gaining traction as part of sustainability efforts  
Rising demand for 100% recycled PET bottles for cola carbonates  
Sustainable instant coffee mixes in flexible paper packaging  
Table 1 - Overview of Packaging Recycling and Recovery in Malaysia: 2021/2022 and Targets for 2023

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