



# Beauty and Personal Care Packaging in Malaysia

August 2024

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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

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