



Euromonitor  
International

# Home Care Packaging in Malaysia

July 2024

Table of Contents

## Home Care Packaging in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Flexible plastic and blister and strip packs the preferred packaging for air care  
HDPE bottles dominate bleach packaging, but are losing share to plastic pouches in dishwashing  
Folding cartons dominate packaging of home insecticides in Malaysia

#### PROSPECTS AND OPPORTUNITIES

HDPE bottles expected to continue dominating dishwashing packaging in Malaysia  
Flexible plastic will lose share but still lead laundry care packaging

## Home 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

## 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/home-care-packaging-in-malaysia/report](https://www.euromonitor.com/home-care-packaging-in-malaysia/report).