



Euromonitor  
International

# Baby Food Packaging in Malaysia

June 2024

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Folding cartons and flexible plastic the dominant pack types in baby food  
Glass jars dominate prepared baby food packaging, but aluminium/plastic pouches gaining share  
The 150g and 250g sizes are most popular in dried baby food

#### PROSPECTS AND OPPORTUNITIES

The 650g pack size is expected to remain most popular in powder milk formula  
The 110g size will continue to dominate prepared baby food packaging

## Baby Food 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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