



Euromonitor  
International

# Packaging Industry in Malaysia

November 2024

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### 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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