



# Confectionery Packaging in Malaysia

June 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Flexible plastic dominates confectionery packaging in Malaysia

Diverse range of pack types used in boxed assortments, with other rigid containers gaining share

Plastic pouches favoured for their cost-effectiveness and versatility

#### PROSPECTS AND OPPORTUNITIES

Other plastic bottles expected to gain share in gum packaging

Flexible aluminium/plastic expected to grow because of the convenience it offers

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