



Dairy Packaging in Malaysia

June 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increasing usage of HDPE bottles in fresh milk and flavoured milk drinks

Brick liquid cartons popular for the packaging of cream

Malaysian government looking to boost sustainable packaging

PROSPECTS AND OPPORTUNITIES

HDPE bottles expected to see strong growth in shelf stable milk

Farm Fresh's Milk On Tap initiative could cut packaging unit volumes in fresh milk

Dairy 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.