



Processed Meat and Seafood Packaging in Malaysia

June 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic the only packaging format used for chilled processed meat

Shelf stable meat only comes in metal food cans

Flexible plastic the dominant pack type for frozen seafood in Malaysia

PROSPECTS AND OPPORTUNITIES

Thin wall plastic containers expected to gain share thanks to their transparency and convenience

The 300g pack size is expected to gain share over the forecast period

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