



Euromonitor
International

Sweet Spreads Packaging in Malaysia

June 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Glass jars are the dominant pack type in sweet spreads
PET jars the main pack type for chocolate spreads
The 230g pack is the main size in nut- and seed-based spreads

PROSPECTS AND OPPORTUNITIES

Rising health awareness expected to hamper growth for some categories
The 340g pack will continue to be perceived as an ideal size for the convenience it offers

Sweet Spreads 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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