



Euromonitor
International

Meals and Soups Packaging in Malaysia

June 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Folding cartons gaining share in meals and soups thanks to their convenience

Thin wall plastic containers the preferred pack type in dried ready meals

Shelf stable soup still only uses metal food cans for its packaging

PROSPECTS AND OPPORTUNITIES

Ready meal trays to see strong growth in frozen ready meals

The 170g pack size is expected to gain share in frozen pizza

Meals and Soups 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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