

Confectionery Packaging in Malaysia

October 2023

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Confectionery Packaging in Malaysia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Plastic pouches favoured for their cost-effectiveness and versatility
Metal tins become more popular for preservation qualities
Other rigid containers gains share as a pack type in boxed assortments

PROSPECTS AND OPPORTUNITIES

Flexible aluminium/plastic expected to grow because of the convenience it offers
Increase in share expected for 30g pack size in the forecast period

Confectionery Packaging in Malaysia - Company Profiles

Packaging Industry in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture
2022 key trends
Sustainability credentials of folding cartons benefit this pack type in home care
Brick liquid cartons popular for use in juice packaging in 2022
Glass bottles remain the preferred packaging format for rum, whiskies and wine
HDPE bottles remain popular in hair care packaging
Flexible plastic the leading pack type in confectionery in 2022

PACKAGING LEGISLATION

Malaysia Plastic Sustainability Roadmap to combat packaging waste

RECYCLING AND THE ENVIRONMENT

Brands embrace sustainability amid rising environmental concerns

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