



Euromonitor
International

Beauty and Personal Care Packaging in Malaysia

September 2026

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

Malaysian beauty and personal care packaging holds steady in 2025 as premiumisation and a national circular-economy push reshape the format mix

INDUSTRY PERFORMANCE

Rigid plastic anchors a resilient market as skin care and hair care demand sustain volumes

Glass leads growth on premium fragrances and skin care while flexible formats slip

Circular Economy Blueprint and EPR plans intensify the sustainability agenda

WHAT'S NEXT?

Solid growth to 2030 led by glass, rigid plastic and premiumisation

Recycled content, refillable systems and recyclable mono-materials define the priority opportunities

COUNTRY REPORTS DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-packaging-in-malaysia/report.