

# Home Care Packaging in Malaysia

May 2023

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## Home Care Packaging in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Home care packaging unit volumes stagnate in 2022  
Eco-consciousness prompts innovations in detergent packaging  
Aerosol insecticides continue to grow at the expense of coils

#### PROSPECTS AND OPPORTUNITIES

Bleach expected to lose out to more task-specific cleaning solutions  
Players increasingly focusing on “green” developments

## Home Care 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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