

# Baby Food Packaging in Malaysia

October 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Folding cartons are preferred for the convenience they offer in busy lives

Milk formula sees a rise in unit volumes, as it is viewed as a convenient solution

The 650g pack size is most popular, as it provides good value for money

### PROSPECTS AND OPPORTUNITIES

Aluminium/plastic pouches expected to gain popularity for the convenience offered

350g expected to gain pack size share, due to a rise in on-the-go consumption

## Baby Food 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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