



Euromonitor
International

Confectionery Packaging in Malaysia

September 2026

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KEY DATA FINDINGS

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Festive gifting shields premium formats

INDUSTRY PERFORMANCE

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Festive gifting sustains premium metal and rigid formats

Flexible films dominate but face the recyclability question

WHAT'S NEXT?

A gradual decline with flexible films proving most resilient

Portioning, premium gifting and recyclable films shape the next phase

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