Euromonitor International

Processed Meat, Seafood and Alternatives To Meat Packaging in Malaysia

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Processed Meat, Seafood and Alternatives To Meat Packaging in Malaysia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Flexible films and canned seafood keep the protein aisle steady amid looming EPR pressure

INDUSTRY PERFORMANCE

A flexible packaging and metal-led protein aisle holds broadly steady
Canned seafood innovation sustains the metal base
Flexible films lead while fibre alternatives wait in the wings

WHAT'S NEXT?

A broadly stable category with rigid plastic the growth outlier
Convenience, smaller packs and recyclable trays offer opportunities

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Processed Meat, Seafood and Alternatives To Meat Packaging in Malaysia - Company Profiles

Packaging Industry in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2025: the big picture
2025 key trends
Convenience and premiumisation reshape Malaysia's food packaging
Non-alcoholic drinks packaging shifts towards recycled PET as sustainability preferences strengthen
Cans gain share as Malaysian brewers reinforce returnable glass and recycled content
Premiumisation and refillable formats lead beauty and personal care packaging
Refill formats and aerosols lead a regulation-driven home care market
Flexible pouches reshape Malaysia's dog and cat food packaging

PACKAGING LEGISLATION

Malaysia updates food packaging rules for clearer labelling
Malaysia advances a national EPR scheme and mandatory eco-design

RECYCLING AND THE ENVIRONMENT

Regulation and recycled content drive Malaysia's packaging shift
Major FMCG players lead voluntary initiatives to support Malaysia's circular economy goals

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-packaging-in-malaysia/report.