



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat Packaging in Malaysia

September 2026

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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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.