

Sweet Spreads Packaging in Malaysia

October 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Glass jars continues to dominate, for its sustainability and visual appeal
Larger pack sizes increase in popularity as they offer better value for the price
Honey faces competition from alternatives and environmental concerns

PROSPECTS AND OPPORTUNITIES

Rising health awareness expected to hamper growth for some categories
340g likely to be perceived as an ideal size, for the convenience it offers

Sweet Spreads 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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