



**Euromonitor
International**

Plant-Based Dairy Packaging in Malaysia

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

PET bottles leads growth in plant-based dairy packaging amid economic pressures, but brick liquid cartons continues to lead actual volumes
Minimalist, sustainable packaging aims to drive the appeal of plant-based dairy products in Malaysia
OYA moves to aluminium-free cartons for plant-based milks to meet eco-conscious demand

PROSPECTS AND OPPORTUNITIES

PET bottles will continue to gain share amid decline in overall plant-based dairy packaging
Evolving supply, demand, and competition may drive packaging innovation in plant-based dairy

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Convenience-driven lifestyles accelerate demand for compact and portable food packs
Non-alcoholic drinks packaging shifts towards recycled PET as sustainability preferences strengthen
Cans gain share as Malaysia’s breweries expand canning capacity
Recycled materials gaining traction in beauty and personal care packaging
Refill formats gaining momentum in home care as households prioritise affordability
Folding cartons seeing growth in Malaysia’s dog and cat food packaging

PACKAGING LEGISLATION

Malaysia updates food packaging rules for clearer labelling.
Malaysia moves towards mandatory EPR for packaging

RECYCLING AND THE ENVIRONMENT

Plastic packaging tax encourages wider use of recycled materials in Malaysia
Major fmcg players lead voluntary initiatives to support Malaysia’s circular economy goals
Table 1 - Overview of Packaging Recycling and Recovery in Malaysia: 2022/2023 and Targets for 2024

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