

# Meals and Soups Packaging in Malaysia

October 2023

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## Meals and Soups Packaging in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Folding cartons become more popular for the convenience they offer

Flexible plastic favoured for ready meals as it is portable

500g witnesses an increase in pack size share in meals and soups packaging

#### PROSPECTS AND OPPORTUNITIES

Aluminium trays preferred for preservation and heat resistance qualities

Smaller sizes expected to grow due to price point and rising on-the-go consumption

## Meals and Soups 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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