



# Soft Drinks Packaging in Malaysia

July 2025

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## Soft Drinks Packaging in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Soft drinks packaging volumes rise slightly in Malaysia in 2024 amid the health trend and environmental initiatives

Rising focus on PET recycling and recycled content drives change in Malaysia's soft drinks packaging landscape

Leading player introduces rPET bottles to reduce its environmental footprint

#### PROSPECTS AND OPPORTUNITIES

Convenience and on-the-go packaging expected to shape soft drinks in Malaysia; potential for packaging regulation

Premium and functional packaging trends set to be on the rise in soft drinks

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## Soft Drinks Packaging in Malaysia - Company Profiles

## Packaging Industry in Malaysia - Industry Overview

### 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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