

# Beauty and Personal Care Packaging in Malaysia

October 2025

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### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

E-commerce and sustainability boost Malaysia's beauty and personal care packaging growth Watsons pioneers beauty packaging with recycled ocean-bound plastics

Regulatory changes drive innovation and transparency in beauty packaging

## PROSPECTS AND OPPORTUNITIES

Technological, eco-friendly and economic factors will drive growth in the coming years

Plastic import ban fuels innovation and competition in local beauty and personal care packaging industry

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