



# Baby Food Packaging in Malaysia

September 2025

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## Baby Food Packaging in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Decline in baby food packaging volumes in Malaysia in 2024, as the birth rate falls and more parents prefer home-made alternatives

Midpack's high-barrier flexible pouches gain traction in baby food in Malaysia, due to convenient and sustainable design

Glass jars dominates prepared baby food packaging, as it is seen as a safe pack type which preserves quality

#### PROSPECTS AND OPPORTUNITIES

Baby food packaging volumes set to decline further, but growth for milk formula will drive rises for folding cartons and flexible plastic

Larger pack sizes expected to gain share in milk formula, and smaller sizes in dried baby food

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## Baby Food 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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