



Hot Drinks Packaging in Malaysia

July 2025

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Hot Drinks Packaging in Malaysia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic factors and changing consumer preferences drive decline in hot drinks packaging volumes in Malaysia in 2024

Innovative packaging contributes to growth in hot drinks in Malaysia

Shift towards smaller pack sizes and premium packaging seen in hot drinks in Malaysia

PROSPECTS AND OPPORTUNITIES

Smart and premium packaging set to shape hot drinks packaging in Malaysia, while EPR may have an impact

Flexible plastic set to witness growth in hot drinks packaging due to economic viability and preservation qualities

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Hot 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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