



# Confectionery Packaging in Malaysia

September 2025

Table of Contents

## Confectionery Packaging in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Plastic pouches and PET jars see growth despite overall decline in confectionery packaging  
Rigid paper cans gain traction in Malaysia as premium and sustainable packaging for confectionery  
Health, gifting culture, and competition drive shifts in confectionery in Malaysia

#### PROSPECTS AND OPPORTUNITIES

Total confectionery packaging volumes anticipated to decline further over the forecast period as health concerns rise  
Flexible aluminium/plastic expected to grow because it is cost-effective and convenient

### DISCLAIMER

## Confectionery 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

### DISCLAIMER

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/confectionery-packaging-in-malaysia/report](http://www.euromonitor.com/confectionery-packaging-in-malaysia/report).