



Euromonitor
International

Confectionery Packaging in Malaysia

September 2025

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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

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- **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.