



# Processed Fruit and Vegetables Packaging in Malaysia

September 2025

## Processed Fruit and Vegetables Packaging in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Processed fruit and vegetables packaging volumes decline strongly in 2024, as consumers choose fresh products over processed

Midpack's high barrier and smart flexible films boost quality and traceability for local brands

Rising costs, shifting consumer preferences, and local competition reshape processed fruit and vegetables in Malaysia

#### PROSPECTS AND OPPORTUNITIES

Processed fruit and vegetables packaging volumes set to decline further over the forecast period

Flexible plastic set to gain amid evolving supply, demand, and competitive dynamics

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## Processed Fruit and Vegetables 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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