



Euromonitor  
International

# Processed Meat and Seafood Packaging in Malaysia

September 2025

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Decline in packaging volumes in 2024 despite dynamic growth of thin wall plastic containers

Eco-friendly alternative to plastic trays could be adopted for meat and seafood packaging in Malaysia

Health, sustainability, and convenience influence supply, demand, and packaging preferences

#### PROSPECTS AND OPPORTUNITIES

Processed meat and seafood packaging volumes expected to decline amid health and sustainability shifts

Supply pressures, growing demand for convenient, user-friendly packaging, and intensifying competition to define the outlook

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