



Euromonitor  
International

# Sweet Spreads Packaging in Malaysia

June 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Glass jars are the dominant pack type in sweet spreads  
PET jars the main pack type for chocolate spreads  
The 230g pack is the main size in nut- and seed-based spreads

### PROSPECTS AND OPPORTUNITIES

Rising health awareness expected to hamper growth for some categories  
The 340g pack will continue to be perceived as an ideal size for the convenience it offers

## Sweet Spreads Packaging in Malaysia - Company Profiles

## Packaging Industry in Malaysia - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture  
2023 key trends  
HDPE bottle packaging growing for fresh milk and flavoured milk drinks  
Fresh ground coffee in drip bags becoming popular due to the convenience  
Glass bottles gaining popularity in alcoholic drinks packaging  
Plastic pouches recording growth in body wash/shower gel packaging  
Flexible plastic and blister and strip packs dominate air care packaging

### PACKAGING LEGISLATION

Essential labelling requirements for Malaysian food packaging  
Plastic Packaging Tax incentivising the shift to eco-friendly materials and packaging practices

### RECYCLING AND THE ENVIRONMENT

Label-free bottled water gaining traction as part of sustainability efforts  
Rising demand for 100% recycled PET bottles for cola carbonates  
Sustainable instant coffee mixes in flexible paper packaging  
Table 1 - Overview of Packaging Recycling and Recovery in Malaysia: 2021/2022 and Targets for 2023

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