



Euromonitor
International

Meals and Soups Packaging in Malaysia

September 2025

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Meals and Soups Packaging in Malaysia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Meals and soups packaging declines in 2024 as prices rise and dining out returns, although some pack types see growth

Budget-conscious at-home eating drives slower decline in packaging volumes of soup than ready meals and soups

Ready2cook polypropylene trays with handles gain traction in ready meals

PROSPECTS AND OPPORTUNITIES

Total meals and soups packaging volumes projected to grow from the middle of the forecast period

Ready meal trays and 320g packs expected to gain traction amid shifting demand dynamics

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Meals and Soups 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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/meals-and-soups-packaging-in-malaysia/report.