



Euromonitor
International

Soft Drinks Packaging in Malaysia

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Soft drinks packaging volumes rise slightly in Malaysia in 2024 amid the health trend and environmental initiatives
Rising focus on PET recycling and recycled content drives change in Malaysia's soft drinks packaging landscape
Leading player introduces rPET bottles to reduce its environmental footprint

PROSPECTS AND OPPORTUNITIES

Convenience and on-the-go packaging expected to shape soft drinks in Malaysia; potential for packaging regulation
Premium and functional packaging trends set to be on the rise in soft drinks

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Soft Drinks 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/soft-drinks-packaging-in-malaysia/report.