



**Euromonitor
International**

Alcoholic Drinks Packaging in Malaysia

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Beer players expanding capacity helps boost alcoholic drinks sales in 2024
Beverage cans lead in beer, but only glass bottles used in wine in Malaysia
Festive limited-edition designs fuel premiumisation in Malaysia’s alcoholic drinks packaging

PROSPECTS AND OPPORTUNITIES

Growth in alcoholic drinks packaging volumes will be driven by consumer trends and regulatory shifts
The 500ml metal beverage can is expected to continue gaining share in beer in Malaysia

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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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