



Euromonitor
International

Beauty and Personal Care Packaging in Malaysia

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

E-commerce and sustainability boost Malaysia’s beauty and personal care packaging growth
Watsons pioneers beauty packaging with recycled ocean-bound plastics
Regulatory changes drive innovation and transparency in beauty packaging

PROSPECTS AND OPPORTUNITIES

Technological, eco-friendly and economic factors will drive growth in the coming years
Plastic import ban fuels innovation and competition in local beauty and personal care packaging industry

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Beauty and Personal Care 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/beauty-and-personal-care-packaging-in-malaysia/report.