



Euromonitor
International

Home Care Packaging in Malaysia

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Total volume growth driven by sustained hygiene awareness in Malaysia
Larger pack sizes are gaining traction, meeting demand for sustainable packaging
Folding cartons gaining share due to their versatility

PROSPECTS AND OPPORTUNITIES

Steady volume growth likely to be driven by sustained household demand
HDPE bottle use expected to grow, driven by brand adoption across key categories

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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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