



# Hot Drinks Packaging in Malaysia

July 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic factors and changing consumer preferences drive decline in hot drinks packaging volumes in Malaysia in 2024  
Innovative packaging contributes to growth in hot drinks in Malaysia  
Shift towards smaller pack sizes and premium packaging seen in hot drinks in Malaysia

PROSPECTS AND OPPORTUNITIES

Smart and premium packaging set to shape hot drinks packaging in Malaysia, while EPR may have an impact  
Flexible plastic set to witness growth in hot drinks packaging due to economic viability and preservation qualities

DISCLAIMER

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

DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/hot-drinks-packaging-in-malaysia/report](http://www.euromonitor.com/hot-drinks-packaging-in-malaysia/report).