



Euromonitor
International

Processed Fruit and Vegetables Packaging in Malaysia

September 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Processed fruit and vegetables packaging volumes decline strongly in 2024, as consumers choose fresh products over processed
Midpack’s high barrier and smart flexible films boost quality and traceability for local brands
Rising costs, shifting consumer preferences, and local competition reshape processed fruit and vegetables in Malaysia

PROSPECTS AND OPPORTUNITIES

Processed fruit and vegetables packaging volumes set to decline further over the forecast period
Flexible plastic set to gain amid evolving supply, demand, and competitive dynamics

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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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-fruit-and-vegetables-packaging-in-malaysia/report.