



Euromonitor
International

Processed Meat and Seafood Packaging in Malaysia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Decline in packaging volumes in 2024 despite dynamic growth of thin wall plastic containers
Eco-friendly alternative to plastic trays could be adopted for meat and seafood packaging in Malaysia
Health, sustainability, and convenience influence supply, demand, and packaging preferences

PROSPECTS AND OPPORTUNITIES

Processed meat and seafood packaging volumes expected to decline amid health and sustainability shifts
Supply pressures, growing demand for convenient, user-friendly packaging, and intensifying competition to define the outlook

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Processed Meat and Seafood 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/processed-meat-and-seafood-packaging-in-malaysia/report.