



**Euromonitor
International**

Meals and Soups Packaging in Malaysia

September 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Meals and soups packaging declines in 2024 as prices rise and dining out returns, although some pack types see growth
Budget-conscious at-home eating drives slower decline in packaging volumes of soup than ready meals and soups
Ready2cook polypropylene trays with handles gain traction in ready meals

PROSPECTS AND OPPORTUNITIES

Total meals and soups packaging volumes projected to grow from the middle of the forecast period
Ready meal trays and 320g packs expected to gain traction amid shifting demand 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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