

Alcoholic Drinks Packaging in Malaysia

September 2023

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Alcoholic Drinks Packaging in Malaysia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Foodservice recovery boosts glass bottle packaging unit volumes in 2022
Beer brands launch Lunar New Year limited-edition packaging
Carlsberg group introduces new coatings to make glass bottles last longer

PROSPECTS AND OPPORTUNITIES

Positive growth expected for kegs over the forecast period but glass will remain the most common pack type
New labelling rules to impact de-alcoholised beverages from 2022

Alcoholic Drinks Packaging in Malaysia - Company Profiles

Packaging Industry in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture
2022 key trends
Sustainability credentials of folding cartons benefit this pack type in home care
Brick liquid cartons popular for use in juice packaging in 2022
Glass bottles remain the preferred packaging format for rum, whiskies and wine
HDPE bottles remain popular in hair care packaging
Flexible plastic the leading pack type in confectionery in 2022

PACKAGING LEGISLATION

Malaysia Plastic Sustainability Roadmap to combat packaging waste

RECYCLING AND THE ENVIRONMENT

Brands embrace sustainability amid rising environmental concerns

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