



Beauty and Personal Care Packaging in Malaysia

June 2023

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Beauty and Personal Care Packaging in Malaysia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Colgate-Palmolive to share its recyclable toothpaste tube technology with other players

Nivea introduces 100% PCR aerosol cans for its deodorants

Even premium brands are going green

PROSPECTS AND OPPORTUNITIES

Beauty and personal care to see strong growth in Malaysia

Plastic pouches to see dynamic growth over forecast period

Beauty and Personal Care 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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