

# Baby Food Packaging in Malaysia

June 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Folding cartons and flexible plastic the dominant pack types in baby food

Glass jars dominate prepared baby food packaging, but aluminium/plastic pouches gaining share

The 150g and 250g sizes are most popular in dried baby food

### PROSPECTS AND OPPORTUNITIES

The 650g pack size is expected to remain most popular in powder milk formula

The 110g size will continue to dominate prepared baby food packaging

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