



Confectionery Packaging in Malaysia

June 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic dominates confectionery packaging in Malaysia

Diverse range of pack types used in boxed assortments, with other rigid containers gaining share

Plastic pouches favoured for their cost-effectiveness and versatility

PROSPECTS AND OPPORTUNITIES

Other plastic bottles expected to gain share in gum packaging

Flexible aluminium/plastic expected to grow because of the convenience it offers

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