



Euromonitor
International

Baby Food Packaging in Malaysia

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Decline in baby food packaging volumes in Malaysia in 2024, as the birth rate falls and more parents prefer home-made alternatives
Midpack's high-barrier flexible pouches gain traction in baby food in Malaysia, due to convenient and sustainable design
Glass jars dominates prepared baby food packaging, as it is seen as a safe pack type which preserves quality

PROSPECTS AND OPPORTUNITIES

Baby food packaging volumes set to decline further, but growth for milk formula will drive rises for folding cartons and flexible plastic
Larger pack sizes expected to gain share in milk formula, and smaller sizes in dried baby food

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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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