



Euromonitor
International

Hot Drinks Packaging in Malaysia

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic factors and changing consumer preferences drive decline in hot drinks packaging volumes in Malaysia in 2024
Innovative packaging contributes to growth in hot drinks in Malaysia
Shift towards smaller pack sizes and premium packaging seen in hot drinks in Malaysia

PROSPECTS AND OPPORTUNITIES

Smart and premium packaging set to shape hot drinks packaging in Malaysia, while EPR may have an impact
Flexible plastic set to witness growth in hot drinks packaging due to economic viability and preservation qualities

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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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hot-drinks-packaging-in-malaysia/report.