



Dairy Packaging in Malaysia

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Paper-based containers leads dairy packaging growth in Malaysia despite overall decline
Introduction of cold brew Greek yoghurt in glass jars in dairy packaging
Malaysian dairy companies aim to drive growth through packaging innovation and strategic marketing amid rising costs

PROSPECTS AND OPPORTUNITIES

Malaysia’s dairy packaging volumes face short-term decline, with gradual recovery expected thereafter
Malaysia’s dairy packaging faces supply constraints and a shift towards smaller, more sustainable formats

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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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