



Sweet Spreads Packaging in Malaysia

September 2025

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Sweet Spreads Packaging in Malaysia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

PET bottles gains share even as sweet spreads packaging volumes decline in Malaysia
Jif launches peanut butter and chocolate spread in jars and single-serve cups in Malaysia
The 340g pack size leads sweet spreads and sees share growth

PROSPECTS AND OPPORTUNITIES

Sweet spreads packaging volumes expected to decline over the forecast period
Producers will adjust their packaging strategies to meet evolving consumer demands

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Sweet Spreads Packaging in Malaysia - Company Profiles

Packaging Industry in Malaysia - Industry Overview

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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