

Alcoholic Drinks Packaging in Malaysia

Market Direction | 2022-10-11 | 10 pages | Euromonitor

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Report description:

The COVID-19 pandemic had a major impact on the alcoholic drinks industry in Malaysia in 2020. For much of the year, bars, pubs and restaurants were closed due to lockdown, so that sales in the on-trade were very heavily impacted, losing more than a quarter of their packaging unit volumes in 2020. Many people are occasional drinkers and they consider drinking as a part of their social life when they visit bars and pubs. However, with these establishments closed due to COVID-19 lockdown, these oc...

Euromonitor International's Alcoholic Drinks Packaging in Malaysia report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Alcoholic Drinks Packaging market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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ALCOHOLIC DRINKS PACKAGING IN MALAYSIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Metal beverage cans return to positive growth in 2021, but glass bottles and kegs still declining

Glass remains the most common packaging type in alcoholic drinks

Whiskies hit hard by the pandemic, with unit volumes declining in both 2020 and 2021

PROSPECTS AND OPPORTUNITIES

Sustainability and healthy lifestyle trends will increasingly shape the alcoholic drinks industry

Alcohol sales ban for the grocery channel in Kuala Lumpur could cut overall packaging usage

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