

Dairy Packaging in Malaysia

Market Direction | 2022-07-05 | 9 pages | Euromonitor

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Report description:

Dairy packaging units continued to decline in 2020, when the pandemic hit the country, before recording modest positive growth in 2021. While the economic shock of the pandemic was making many consumers more price sensitive, this was outweighed to some extent by the fact that they were spending more time at home and preparing and eating more meals there due to restrictions on movement.

Euromonitor International's Dairy 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: Butter and Spreads, Cheese, Drinking Milk Products, Other Dairy, Yoghurt and Sour Milk Products.

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

Why buy this report?

- * Get a detailed picture of the Dairy 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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DAIRY PACKAGING IN MALAYSIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

No major changes in dairy packaging performance during the pandemic

HDPE bottles continues taking share from gable top liquid cartons in fresh milk

Focus on convenience in packaging innovation

PROSPECTS AND OPPORTUNITIES

Positive growth expected for dairy packaging

Increased consumer interest in health and wellness will impact packaging design

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