

## **Confectionery Packaging in Malaysia**

Market Direction | 2023-10-12 | 7 pages | Euromonitor

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### **Report description:**

In 2022, confectionery packaging saw a second year of rebounding sales after a poor performance in 2020, during the first year of the pandemic, which helped drive volumes above the 2019 level. In 2022, plastic pouches witnessed an increase in pack type share within confectionery. This is because they are a cost-effective packaging option, which appeals to both confectionery manufacturers and consumers. As they are comparatively inexpensive to produce, they help keep the price of the overall prod...

Euromonitor International's Confectionery 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: Chocolate Confectionery, Gum, Sugar Confectionery.

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

Why buy this report?

- \* Get a detailed picture of the Confectionery 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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CONFECTIONERY PACKAGING IN MALAYSIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Plastic pouches favoured for their cost-effectiveness and versatility

Metal tins become more popular for preservation qualities

Other rigid containers gains share as a pack type in boxed assortments

PROSPECTS AND OPPORTUNITIES

Flexible aluminium/plastic expected to grow because of the convenience it offers

Increase in share expected for 30g pack size in the forecast period

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