

Baby Food Packaging in Malaysia

Market Direction | 2024-06-05 | 8 pages | Euromonitor

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Report description:

In 2023, total packaging unit volumes for baby food recorded solid growth. Folding cartons and flexible plastic, the leading pack types for baby food, both registered rising packaging unit volumes in this year, with folding cartons outperforming flexible plastic. Folding cartons are easy to open, reseal and dispose of, which is convenient for parents on the go. This convenience factor aligns with the busy lifestyles of many Malaysian parents. Furthermore, as Malaysia has a diverse population wit...

Euromonitor International's Baby Food 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: Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

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

Why buy this report?

- * Get a detailed picture of the Baby Food 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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BABY FOOD PACKAGING IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Folding cartons and flexible plastic the dominant pack types in baby food

Glass jars dominate prepared baby food packaging, but aluminium/plastic pouches gaining share

The 150g and 250g sizes are most popular in dried baby food

PROSPECTS AND OPPORTUNITIES

The 650g pack size is expected to remain most popular in powder milk formula

The 110g size will continue to dominate prepared baby food packaging

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