

Confectionery Packaging in Malaysia

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

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Report description:

Flexible plastic is a dominant pack type in confectionery due to cost-effectiveness, product protection and consumer convenience. Flexible plastic offers a significant cost advantage for producers compared to alternative packaging materials. This translates into potentially lower overall product costs for consumers, ensuring wider accessibility to products. The lightweight nature of flexible plastic also minimises transportation costs. For consumers, this translates into a lighter shopping bag a...

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

2023 DEVELOPMENTS

Flexible plastic dominates confectionery packaging in Malaysia

Diverse range of pack types used in boxed assortments, with other rigid containers gaining share

Plastic pouches favoured for their cost-effectiveness and versatility

PROSPECTS AND OPPORTUNITIES

Other plastic bottles expected to gain share in gum packaging

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

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