

Home Care Packaging in Malaysia

Market Direction | 2024-07-23 | 9 pages | Euromonitor

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Report description:

In 2023, flexible plastic and blister and strip packs continued to be the most popular pack types for air care products in Malaysia. This was primarily due to the country's hot and humid climate and specific consumer preferences. Flexible plastic packaging, favoured by brands such as Ambi Pur and Glade, is lightweight and versatile, allowing for a variety of shapes and sizes that can fit into small spaces and provide portability, essential for the Malaysian lifestyle. The humid climate in Malays...

Euromonitor International's Home Care Packaging in Malaysia report offers insight into key trends and developments driving packaging across the category.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

Why buy this report?

- * Get a detailed picture of the Home Care 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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HOME CARE PACKAGING IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic and blister and strip packs the preferred packaging for air care

HDPE bottles dominate bleach packaging, but are losing share to plastic pouches in dishwashing

Folding cartons dominate packaging of home insecticides in Malaysia

PROSPECTS AND OPPORTUNITIES

HDPE bottles expected to continue dominating dishwashing packaging in Malaysia

Flexible plastic will lose share but still lead laundry care packaging

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