

## **Hot Drinks Packaging in Malaysia**

Market Direction | 2024-04-22 | 9 pages | Euromonitor

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### **Report description:**

In 2023, Starbucks launched its instant coffee mixes, such as the Starbucks VIA Spring Blend, featuring small portions packaged in flexible paper pouches and flexible paper sachets of 12 sticks in a multipack. This move towards smaller portions and flexible paper packaging is driven by consumer preferences for convenience and sustainability. The compact size of the sachets makes them ideal for on-the-go consumption, catering to busy lifestyles. In addition, the use of flexible paper reflects Sta...

Euromonitor International's Hot Drinks 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: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- \* Get a detailed picture of the Hot Drinks 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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