

Meals and Soups Packaging in Malaysia

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

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Report description:

While metal food cans remained the most significant pack type in unit volume terms in 2023, folding cartons, the second most widely used packaging format, continued to gain share in overall meals and soups in this year. Folding cartons are used for a wide variety of products across the different categories, including shelf stable ready meals, frozen pizza and, most importantly, dry soup. Folding cartons not only help maintain a product's integrity, but can be easily customised in terms of size,...

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- * Get a detailed picture of the Meals and Soups 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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Table of Contents:

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List Of Contents And Tables

MEALS AND SOUPS PACKAGING IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Folding cartons gaining share in meals and soups thanks to their convenience

Thin wall plastic containers the preferred pack type in dried ready meals

Shelf stable soup still only uses metal food cans for its packaging

PROSPECTS AND OPPORTUNITIES

Ready meal trays to see strong growth in frozen ready meals

The 170g pack size is expected to gain share in frozen pizza

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