

## Soft Drinks Packaging in Malaysia

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

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### Report description:

The trend of label-free packaging in PET bottles is gaining momentum, particularly supported by top brands like Spritzer in bottled water. Spritzer launched label-free, 100% recyclable bottles for its silica-rich Natural Mineral Water, marking a significant step towards reducing plastic usage in 2023. By eliminating labels in the 550ml and 1.25-litre format, these bottles reduce material usage and waste, contributing to environmental sustainability. Instead of traditional plastic labels, the bra...

Euromonitor International's Soft 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

### Why buy this report?

- \* Get a detailed picture of the Soft 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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Euromonitor International

November 2024

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#### SOFT DRINKS PACKAGING IN MALAYSIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Label-free bottled water gaining momentum as a part of sustainability initiatives

Rising popularity of 100% rPET bottles for cola carbonates

PET bottles continue gaining share from metal beverage cans in soft drinks

##### PROSPECTS AND OPPORTUNITIES

Use of PET bottles expected to increase in RTD tea over the forecast period

Players expected to continue focusing on eco-friendly packaging

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