

Baby Food Packaging in Malaysia

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Date: July 2022

Pages: 9

Price: US\$ 990.00 (Single User License)

ID: BDB037755EDEN

Abstracts

Powder milk formula and dried baby food continue to dominate demand for baby food packaging in Malaysia, with prepared baby food and other baby food having a relatively marginal presence. The pandemic saw an improvement in the powder milk formula performance in unit volume terms, with modest growth in both 2020 and 2021, after sales were declining in 2019. Baby food packaging in Malaysia recorded a weak performance in 2019, with the country's declining fertility rate the main culprit behind this...

Euromonitor International's Baby Food 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: Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

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

Why buy this report?

Get a detailed picture of the Baby Food 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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BABY FOOD PACKAGING IN MALAYSIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Sluggish growth in demand for baby food packaging due to demographic trends

Lockdowns lead to increased interest in home-made baby food, undermining demand for prepared and other baby food packaging

Aluminium/plastic pouches gaining share in prepared baby food

PROSPECTS AND OPPORTUNITIES

Folding cartons will account for the bulk of growth in baby food packaging, as they continue to gain ground in powder milk formula

Demand for prepared and other baby food packaging will continue to contract, as more parents prepare their own baby food

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