

# Baby Food Packaging in Malaysia

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## Abstracts

In 2022, total packaging volumes for baby food recorded solid growth. Flexible plastic remained the leading pack type for baby food, followed closely by folding cartons, and despite their already high base, they still witnessed above-average growth in packaging volumes in this year, with folding cartons seeing the best performance. Folding cartons are easy to open, reseal, and dispose of, which is convenient for parents on-the-go. This convenience factor aligns with the busy lifestyles of many M...

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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Euromonitor International  
February 2024

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KEY DATA FINDINGS

### **2022 DEVELOPMENTS**

Folding cartons are preferred for the convenience they offer in busy lives  
Milk formula sees a rise in unit volumes, as it is viewed as a convenient solution  
The 650g pack size is most popular, as it provides good value for money

### **PROSPECTS AND OPPORTUNITIES**

Aluminium/plastic pouches expected to gain popularity for the convenience offered

### **350G EXPECTED TO GAIN PACK SIZE SHARE, DUE TO A RISE IN ON-THE-GO CONSUMPTION**

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