

# Confectionery Packaging in Malaysia

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## Abstracts

When COVID-19 hit the country in 2020, it resulted in a further deterioration of the confectionery packaging performance, which had already been in decline in 2019. The pandemic led to heightened consumer interest in health and wellness, which had a negative effect on demand for confectionery. All types of confectionery were negatively impacted by the loss of on-the-go and impulse purchases for extended periods due to home seclusion and restrictions on mobility. However, in 2021, confectionery r...

Euromonitor International's Confectionery 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:** Chocolate Confectionery, Gum, Sugar Confectionery.

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

### Why buy this report?

Get a detailed picture of the Confectionery 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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#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Confectionery packaging records positive growth in 2021 after the marked decline seen a year earlier

Flexible plastic with zip/press closures grows in popularity in countlines

Decline in retail value sales of gum undermines demand for flexible aluminium/paper packaging

#### PROSPECTS AND OPPORTUNITIES

Deepening consumer interest in health and wellness will continue to weigh on demand for confectionery packaging

The influence of portion control on packaging likely to deepen

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