

# Ready Meals Packaging in Malaysia

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## Abstracts

Growth in packaging demand accelerated sharply in ready meals during 2020. COVID-19 led to consumers spending more time at home, while foodservice outlets were forced to close for an extended period. In this context, demand for ready meals grew as an affordable and convenient meal solution. Immediately prior to the pandemic, in 2019, shelf stable ready meals packaging unit volumes had actually been in decline, due to limited innovation and that the fact that local consumers were dining out with...

Euromonitor International's Ready Meals 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:** Chilled Lunch Kits, Chilled Pizza, Chilled Ready Meals, Dinner Mixes, Dried Ready Meals, Frozen Pizza, Frozen Ready Meals, Prepared Salads, Shelf Stable Ready Meals.

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

### Why buy this report?

Get a detailed picture of the Ready Meals 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.

## Contents

READY MEALS PACKAGING IN MALAYSIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Lockdown drives surge in demand for ready meals packaging

Frozen ready meals packaging recording dynamic growth, boosting demand for ready meal trays and aluminium trays

Folding cartons and flexible plastic are growing in popularity as an alternative to thin wall plastic containers in dried ready meals

PROSPECTS AND OPPORTUNITIES

Frozen ready meals will continue to see the most dynamic growth

E-commerce set to grow in importance as a distribution channel

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