

Tobacco Packaging in Malaysia

<https://marketpublishers.com/r/TE7516491FAEN.html>

Date: May 2015

Pages: 24

Price: US\$ 990.00 (Single User License)

ID: TE7516491FAEN

Abstracts

Revamped packaging was a key strategy of tobacco manufacturers. In a bid to minimise unit volume share losses, British American Tobacco (Malaysia) chose to improve and modernise the image and positioning of its brands. For example, the company relaunched Peter Stuyvesant with a new brand image. Additionally, the packaging of its second-strongest brand, Pall Mall, was also revamped to exude a more modern look and refresh its image among consumers. Salem by JT International Tobacco (M) also...

Euromonitor International's Tobacco Packaging in Malaysia report offers insight into key trends and developments driving packaging across the category.

Product coverage: Cigarettes, Cigars, Smokeless Tobacco, Smoking Tobacco.

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

Why buy this report?

Get a detailed picture of the Tobacco 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

Headlines

Trends

Prospects

Advanced Packaging Technology (m) Bhd in Packaging Industry (malaysia)

Strategic Direction

Key Facts

Summary 1 Advanced Packaging Technology (M) Bhd: Key Facts

Summary 2 Advanced Packaging Technology (M) Bhd: Operational Indicators

Company Background

Production

Summary 3 Major End-use Markets for Advanced Packaging Technology (M) Bhd by Pack Type 2014

Competitive Positioning

Altratec Sdn Bhd in Packaging Industry (malaysia)

Strategic Direction

Key Facts

Summary 4 Altratec Sdn Bhd: Key Facts

Company Background

Production

Summary 5 Major End-use Markets for Altratec Sdn Bhd by Pack Type 2014

Competitive Positioning

Kian Joo Can Factory Bhd in Packaging Industry (malaysia)

Strategic Direction

Key Facts

Table 1 Summary1 Kian Joo Can Factory: Key Facts

Summary 6 Kian Joo Can Factory: Operational Indicators

Company Background

Production

Summary 7 Major End-use Markets for Kian Joo Can Factory by Pack Type 2014

Competitive Positioning

Mayplas Packaging Sdn Bhd in Packaging Industry (malaysia)

Strategic Direction

Key Facts

Summary 8 Mayplas Packaging Sdn Bhd: Key Facts

Company Background

Production

Summary 9 Major End-use Markets for Mayplas Packaging Sdn Bhd by Pack Type

2014

Competitive Positioning

Perfect Plastic Sdn Bhd in Packaging Industry (malaysia)

Strategic Direction

Key Facts

Summary 10 Perfect Plastic Sdn Bhd: Key Facts

Company Background

Production

Summary 11 Major End-use Markets for Perfect Plastic Sdn Bhd by Pack Type 2014

Competitive Positioning

Synthetic Oriental Sdn Bhd in Packaging Industry (malaysia)

Strategic Direction

Key Facts

Summary 12 Synthetic Oriental Sdn Bhd: Key Facts

Company Background

Production

Summary 13 Major End-use Markets for Synthetic Oriental Sdn Bhd: by Pack Type 2014

Competitive Positioning

Tomypak Berhad in Packaging Industry (malaysia)

Strategic Direction

Key Facts

Summary 14 Tomypak Berhad: Key Facts

Summary 15 Tomypak Berhad: Operational Indicators

Company Background

Production

Summary 16 Major End-use Markets for Tomypak Berhad by Pack Type 2014

Competitive Positioning

Executive Summary

Packaging Maintains Positive Performance

Metal, Rigid Plastic and Liquid Cartons Register Highest Volume Growth

Environmentally Friendly Packaging on the Rise

Local Packaging Manufacturers Maintain Their Competitiveness

Opportunities Ahead for Packaging Companies

Key Trends and Developments

Strong Growth in Convenience Stores Provides Opportunities To Certain Packaging Types

Manufacturers Increasingly Choose Green Packaging

Innovations and Revamps in Print Design To Make Products More Attractive

Refill Packs on the Rise Due To Cautious Spending
Packaging Legislation
Overview of Packaging Legislation in Malaysia
Unique Packaging Regulations for A Muslim Country
Allergens in Food Products Increasingly Flagged Up on Packaging
Traffic Light Rating Implementation Is A Consideration for the Government
Recycling and the Environment
More Manufacturers Use Environmentally-friendly Materials in Packaging
Government Pushes for Green-blue Packaging for Malaysian Businesses
Government Encourages Recycling As the Recycling Rate Remains Low
Packaging Design and Labelling
Packaging Increasingly Targeted To Provide Convenience
Labelling Focuses on Health Benefits
Packaging Design Innovation To Target Premium End

I would like to order

Product name: Tobacco Packaging in Malaysia

Product link: <https://marketpublishers.com/r/TE7516491FAEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/TE7516491FAEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970