



Alcoholic Drinks Packaging in Malaysia

September 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Metal beverage cans gains share in domestic lager packaging

Glass bottles popular for packaging brandy and cognac, cider/perry, and imported lager

Players in alcoholic drinks appeal to consumers in Malaysia in different ways

PROSPECTS AND OPPORTUNITIES

320ml pack size set to see a decreasing share of alcoholic drinks packaging volumes in Malaysia

360ml pack size expected to increase in the packaging of other spirits in Malaysia

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