



Home Care Packaging in Malaysia

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic and blister and strip packs the preferred packaging for air care

HDPE bottles dominate bleach packaging, but are losing share to plastic pouches in dishwashing

Folding cartons dominate packaging of home insecticides in Malaysia

PROSPECTS AND OPPORTUNITIES

HDPE bottles expected to continue dominating dishwashing packaging in Malaysia

Flexible plastic will lose share but still lead laundry care packaging

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