

**A COMPETITIVE ANALYSIS ON THE METAL PACKAGING  
COATINGS INDUSTRY IN MALAYSIA**

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## ABSTRACT

Numerous studies had been carried out in the past, on various industries in Malaysia, but none could be found with regards to the metal packaging coatings industry. The market environment and size of the industry have remained broadly unknown. Statistical reports by the statistic department often include the output of this industry under the paints and varnish production category.

This research was an attempt to study and consolidate as much information as possible, pertaining to the market environment and market size of the metal packaging coatings industry in Malaysia. In order to achieve this, a market survey was conducted by gathering coatings consumption data from can makers. A total of 15 major can makers were interviewed during the survey, in which information such as coatings consumption volume, sources of these coatings and quantity of cans produced were gathered. These can makers contributed to more than 90% of the total cans output in the country.

The study found that the industry has reached maturity stage, whereby growth is relatively low, and is facing tremendous technological and environment threats as well as competition in the form of new entrants and product substitutes.

A case study on a metal packaging coatings organisation had concluded that to sustain its market position, it has to be aggressively innovative, efficient and very customer orientated to differentiate itself from its global competitors. These factors would be its platform to profitable growth, failing which, exit from the industry would be inevitable.

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