

## **Home Care Packaging in Hong Kong, China**

Market Direction | 2023-04-28 | 9 pages | Euromonitor

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### **Report description:**

Surface care remained the biggest home care category in packaging unit volume terms in Hong Kong in 2022. Innovative measures to make cleaning more convenient and sustainable for consumers were being seen within this category. For example, Hong Kong brand Island Life is offering consumers sustainable cleaning solutions. It created a small tab the size of a HKD1 coin that uses minimal paper packaging, eliminating the use of plastic. The consumer can transform the tab into a cleaning solution by d...

Euromonitor International's Home Care Packaging in Hong Kong, China report offers insight into key trends and developments driving packaging across the category.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

Why buy this report?

- \* Get a detailed picture of the Home Care 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.

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Euromonitor International

February 2024

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HOME CARE PACKAGING IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Innovative packaging measures within surface care gain momentum

Brand owners trying to ensure that wipes packaging is becoming increasingly recyclable

Leading brands' movements towards sustainable packaging help them gain share

PROSPECTS AND OPPORTUNITIES

HDPE bottles to lose share while flexible plastic gains as refills appeal

Sustainability likely to be at the forefront of home care packaging innovation

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