

## **Home Care Packaging in Indonesia**

Market Direction | 2023-05-15 | 8 pages | Euromonitor

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### **Report description:**

The retail packaging unit volumes of floor cleaners recorded positive growth in 2022. This can be attributed not only to the fact that Indonesians are prioritising cleanliness and maintaining a tidy living environment, but also to the increased time spent at home due to the pandemic restrictions. In terms of pack types, plastic pouches continued to eat into the share of flexible plastic in 2022. This is because, when compared to flexible plastic, plastic pouches are more sustainable and cheaper...

Euromonitor International's Home Care Packaging in Indonesia 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.

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HOME CARE PACKAGING IN INDONESIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Plastic pouches continue to gain share in floor cleaners

Carbon-free black plastic packaging introduced in Indonesia

HDPE bottles and plastic pouches benefiting from the growth in liquid detergents

PROSPECTS AND OPPORTUNITIES

Blister and strip packs expected to see dynamic growth over the forecast period

Unilever to launch its first paper-based laundry detergent container as sustainable packaging remains a key industry focus

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