

Home Care Packaging in Italy

Market Direction | 2023-04-25 | 9 pages | Euromonitor

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Report description:

Laundry care is one of the largest (in terms of volume) and fastest-growing categories within home care in Italy, with sustainability a key trend in this product area in 2022, as Italian consumers continued to move towards "green" products that used recyclable/recycled packaging in laundry care. For example, leading brand Tide is now using eco-friendly HDPE bottled packaging that is 100% recyclable and creates zero production waste that needs to be disposed of. In fact, its 2030 sustainable deve...

Euromonitor International's Home Care Packaging in Italy 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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KEY DATA FINDINGS

2022 DEVELOPMENTS

Eco-friendly packaging gains further momentum in detergents in 2022

Italian brands design unconventional packaging with innovative reusability

Smaller pack sizes gaining momentum in home care in Italy in 2022

PROSPECTS AND OPPORTUNITIES

Plastic pouches expected to continue gaining share in dishwashing

Sustainability becoming ever more important in home care packaging

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