

## **Home Care Packaging in the Netherlands**

Market Direction | 2023-05-16 | 8 pages | Euromonitor

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### **Report description:**

With lockdowns, foodservice closures and home working/schooling being seen when the COVID-19 pandemic hit the Netherlands in 2020, this significantly boosted cooking and eating at home, resulting in a major spike in demand for dishwashing products and this category's major pack types, such as PET and HDPE bottles, folding cartons, flexible plastic and plastic pouches. With the ongoing need for and popularity of the remote and hybrid working trend, even as COVID-19 were being eased or lifted, con...

Euromonitor International's Home Care Packaging in Netherlands 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 THE NETHERLANDS

KEY DATA FINDINGS

2022 DEVELOPMENTS

Plastic pouches continue gaining share in dishwashing in 2022

Procter & Gamble launches Lenor Fresh liquid fabric conditioner in a paper-based bottle

Packaging unit volumes in surface care in 2022 remain above pre-pandemic levels

PROSPECTS AND OPPORTUNITIES

Environmental concerns to encourage usage of alternatives to virgin-plastic packaging

Growth in e-commerce likely to boost sales of larger pack sizes in home care

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