

## Home Care Packaging in India

Market Direction | 2024-07-22 | 9 pages | Euromonitor

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### Report description:

Flexible plastic, the dominant pack type in India's home care market, was continuing to record unit volume growth in 2023. The presence of numerous small players in the marketplace is a significant contributory factor to this trend. As these small players are trying to compete with the larger, well-established brands, cost-effectiveness becomes a top priority for them. Despite its lack of sustainability, flexible plastic packaging is a cheaper option compared to other formats, making it a popula...

Euromonitor International's Home Care Packaging in India 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 INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic remains the dominant packaging format in the Indian home care industry

Paper-based pack types increasing their share in gel air fresheners

Players offering rural consumers small pack sizes to enable trial use of their products

PROSPECTS AND OPPORTUNITIES

Growing demand for sustainably packaged surface care products in India

Metal aerosol cans expected to gain share in home insecticides due to their convenience

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