

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

Market Direction | 2024-07-24 | 9 pages | Euromonitor

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### **Report description:**

Folding cartons recorded another year of very strong growth in liquid tablet detergents in 2023, driven by the launch of a new product in this pack type. Ariel introduced a new product in liquid tablet detergents in Ecoclic recyclable folding cartons, marking a significant improvement in sustainability compared to the previous plastic packaging. The Ecoclic box is made from FSC-certified materials, ensuring that the cardboard is sourced from well-managed forests and recycled materials, which the...

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.

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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HOME CARE PACKAGING IN THE NETHERLANDS

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ariel's new Ecoclic packaging driving folding cartons' share gains in liquid tablet detergents

Dominant pack type PET bottles still gaining share in fabric softeners as an economical choice

Plastic pouches continue gaining share in dishwashing in 2023

PROSPECTS AND OPPORTUNITIES

Glass jars expected to gain share in candle air fresheners as players team up for waste-free candles

Sustainable pack types like rPet to gain share due to EU packaging legislation

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