

## **Home Care Packaging in the Philippines**

Market Direction | 2024-07-24 | 8 pages | Euromonitor

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### **Report description:**

Flexible plastic continued to account for the vast majority of the packaging unit volumes used in the home care industry in the Philippines in 2023. Flexible plastic has also been seeing strong growth as the country has been experiencing high inflation of late, which saw players within the industry opting for cheaper packaging materials, such as flexible plastic, to house their home care products. Other factors benefitting this packaging format are its lightweight and durable nature, which makes...

Euromonitor International's Home Care Packaging in Philippines 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 PHILIPPINES

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Flexible plastic remains the dominant pack type in home care

Larger pack sizes of HDPE bottles popular in home care

Metal tins the favoured format for car air fresheners for their stackability and functionality

#### PROSPECTS AND OPPORTUNITIES

Thin wall plastic containers will remain most popular in hand dishwashing as they help control consumption

Other plastic bottles will continue taking share from metal tins in shoe polish

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