

Home Care Packaging in Germany

Market Direction | 2024-07-22 | 8 pages | Euromonitor

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Report description:

PET bottles continue to be the most popular pack type for laundry care products in Germany, and were also gaining share in this category in 2023, which is expected to continue over the forecast period. PET bottles are generally non-reactive and are compatible with a wide range of substances, including most chemicals used in laundry care products. They are also very convenient to use as they generally come with features like grips, handles and ergonomic designs. PET is an almost infinitely recycl...

Euromonitor International's Home Care Packaging in Germany 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 GERMANY

KEY DATA FINDINGS

2023 DEVELOPMENTS

PET bottles the most popular pack type for laundry care due to their convenience

Toilet care packaging declining in 2023 amidst sustainability concerns

Leading pack type folding cartons continues to gain share in spray/aerosol fresheners

PROSPECTS AND OPPORTUNITIES

Glass jars to continue gaining share in candle air fresheners

Flexible plastic will continue taking share from thin wall plastic containers in home care wipes and floor cleaning systems

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