

## Home Care Packaging in Vietnam

Market Direction | 2024-07-25 | 9 pages | Euromonitor

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### Report description:

Automatic dishwashing tablets are a popular category in Vietnamese home care as they provide extra value, including built-in polishing and water-softening features, while also being more convenient for daily usage. Folding cartons and plastic pouches are the commonly used pack types for these products as they are sustainable, lightweight and easy to transport. Liquid detergents in laundry care is another category recording healthy annual growth rates.?This is benefiting the key pack types used i...

Euromonitor International's Home Care Packaging in Vietnam 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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## List Of Contents And Tables

### HOME CARE PACKAGING IN VIETNAM

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Plastic pouches gaining share in dishwashing tablets and liquid detergents

PET bottles still gaining share in hand dishwashing

rPET bottles gaining momentum in dishwashing

#### PROSPECTS AND OPPORTUNITIES

Economic growth and an e-commerce boom are driving home care packaging in Vietnam

Sustainability will be shaping packaging trends

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