

Home Care Packaging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Home Care Packaging Market size is estimated at USD 37.29 billion in 2025, and is expected to reach USD 48.55 billion by 2030, at a CAGR of 5.42% during the forecast period (2025-2030).

The home care packaging market comprises products designed for cleaning and hygiene purposes. Packaging is vital, as safety, functionality, and ease of use are key factors. The need for home care products is increasing globally due to rapid urbanization, rising living standards, and growing awareness about overall health and well-being.

Key Highlights

- The market is growing due to the rising adoption of compact packages that are affordable and easy to use and store. There is a significant shift in consumer preferences toward flexible packaging, and the focus is increasingly on consumer-oriented packaging production, boosting the market's growth.
- Packaging trends, such as low cost and ease of use and storage, have stayed the major consumer trends in the market. Small pack sizes, offering affordability to the entire consumer base, emerged as more favorable alternatives among the brand owners to gain a competitive edge in the market.
- The market for homecare packaging solutions is expanding rapidly due to improved awareness of health and hygiene, further accelerated by the global pandemic. Consumers prioritize their well-being and safety, so the need for innovative and efficient homecare packaging solutions is growing.
- Increasing health awareness, improving living standards, and raising the per capita income, especially in emerging countries such as India. For instance, India's per capita net national income (at current prices) for 2022-23 stands at INR 172,000, according to the National Statistical Office (NSO). This marks an almost 100% increase from the per capita income in 2014-15. Such factors drive the growth of the home care industry.

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- Moreover, home care brands focus on winning over consumers by demonstrating their strengths, such as using naturally derived formulas that do not compromise efficacy while keeping on-pack sustainability messages clear and easy to understand.
- Fluctuation in raw material prices has challenged the packaging manufacturers regarding costs and supply. The plastic packaging industry has been witnessing a surge in the prices of all plastic materials, which has been attributed to several factors. Cost inflation was significant and broad-based, affecting raw materials, labor, distribution, and energy.?

Home Care Packaging Market Trends

Flexibility, Strength, and Durability of Plastic Make it Ideal for Packaging

- The broad usage of plastic through all main packaging types creates a plastic market. The material's flexibility, strength, and durability make it suitable for packaging many liquids, cream, and powder products in the industry. Compared to other materials available in the market, plastic remains highly flexible and can be molded into any shape. Growth in demand from the retail sector, increasing dual-income households, and rising demand for PET bottles are the major drivers for plastic products.
- Apart from its favorable properties, innovations like tamper-evidence caps and closures are gaining popularity, leading to a crucial value add for the brand owners. This has driven the use of plastics across a variety of products. According to the US Census Bureau, the revenue of personal and laundry services in Washington was USD 2,933.82 million and is expected to reach USD 2,990.89 million in 2024. An increase in laundry services is expected to leverage the homecare market.
- Moreover, there is a gradual shift in customer preference toward adopting flexible plastic packaging over its rigid counterpart because of convenience and sustainability issues. Flexible plastic packaging materials are 80% lighter in weight than their equivalent rigid plastic materials and are cheaper.
- Manufacturers are developing packaging that contains less virgin material and higher levels of post-consumer recycling (PCR) or post-industrial recycling (PIR). Although significant emphasis has been placed on consumer recycling practices, many vendors have found success by collecting and regrinding waste material throughout manufacturing. Moreover, companies are exploring bioplastics and bio-derived plastic resins to improve their carbon footprint.
- Advancements in packaging technology are playing a crucial role in shaping the future of homecare packaging. Continual innovations are improving the performance of packaging solutions, resulting in better protection, convenience, and sustainability of home care products. These enhancements are making homecare packaging desirable for various products and applications.

Asia-Pacific is Leading in Demand in the Homecare Packaging Market

- Asia-Pacific is forecast to lead the market due to the increasing population, new demand for home care products, and changing lifestyles. Growth in this region is expected mainly in the developing markets, such as India and China, due to high retail sales growth. Higher sales growth percentage of consumer goods and rising consumer expenditures are the key factors boosting the market.
- Toilet cleaners primarily cater to the urban and semi-urban markets in India. Government initiatives like Swachh Bharath' are significant enablers for the toilet cleaners market. Home care brands operating in the region are focused on introducing new products as part of their business expansion. For instance, in March 2023, Reliance Retail's FMCG announced the launch of a home products range that includes toiletries and floor cleaners.
- The Asia-Pacific homecare packaging market is experiencing increasing levels of competition. Established packaging companies and new players are investing in research and development to bring innovative, sustainable, and cost-effective packaging solutions to the market. This competitive landscape is driving technological advancements and cost reductions within the industry.

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- Additionally, urbanization-related economic growth has increased the need for home care services. The rising relationship of consumers in emerging economies toward hygiene and the environment and an improvement in living conditions allow them to spend more on upscale services, which further increases the need for home care products.
- The impact of the COVID-19 pandemic on the home care packaging industry was mixed with the pattern initially playing out in countries such as China and South Korea, which were the first to confront the pandemic. Demand also rose sharply for packaging for groceries, healthcare products, and e-commerce transportation while the demand from the industrial, luxury, and some B2B-transport packaging markets reduced.

Home Care Packaging Industry Overview

The home care packaging market is moderately fragmented and has several major players. In terms of market share, few of the major players currently dominate, and the market is semi-consolidated. These major players with a prominent share of the market are focusing on expanding their customer base across foreign countries. These companies are leveraging strategic collaborative initiatives to increase their market share and profitability.

- February 2024: Constantia Flexibles, a company that offers home care products, signed a contract to acquire approximately 57% of the shares of the packaging producer Aluflexpack. This acquisition is a sizable step in Constantia Flexibles' foil packaging presence across market segments. The acquisition gives access to an extended geographical footprint in Turkey and Poland and expands to Southeast European countries.
- October 2023: Silgan Dispensing, a global company in the design, development, and distribution of highly engineered pumps and sprayers in the fragrance, personal care, healthcare, and home and garden markets, announced the launch of Replay, an all-plastic refill system using the company's patented LifeCycle Technology.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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