

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

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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### **Report description:**

The US Home Care Packaging Market is expected to register a CAGR of 9.9% during the forecast period.

Demand for home care products has been on an upward trend, especially as the consumers, with growing health awareness, tend to avoid expensive medical care costs. To keep up with this demand, the home care packaging industry has ramped up its offerings to differentiate between multiple packaging solutions, conveying useful information without compromising on the safety standards. The packaging market for this segment is set to record high growth during the forecast period.

As per OECD, the United States reported USD 14 trillion towards overall household spending in the country. And, allied personal income was recorded to have increased at USD 1,954.7 billion (10.0%) as of January 2020, according to estimates by the Bureau of Economic Analysis. Similarly, the Disposable personal income (DPI) increased to amount to USD 1,963.2 billion (11.4%), along with personal consumption expenditures (PCE) increased by 2.4%.

Despite the economic setbacks, demand for home healthcare products has never declined, and directly proportional to that is the requirement for packaging solutions. Driven by advantages like durability, cost benefits, and versatility, plastic is one of the packaging materials majorly used by companies. Research and development for increased durability and safety found new entrants into the industry, which include polymers like PLA, biodegradable PHA (polyhydroxyalkanoate), bio PTT (polytrimethyl terephthalate), etc., slowly getting acceptance. However, high cost poses a challenge to their sustainability in the long run.

The home care products industry has been witnessing increased awareness among consumers regarding the sustainability of packaging materials. For instance, as of March 2021, Unilever has stepped up the use of post-consumer recycled plastic (PCR). With around 11% of its total plastic packaging volume consisting of recycled plastic, the company aims to use at least 25%

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recycled plastic by 2025.

## US Home Care Packaging Market Trends

### Increased Demand for Household Cleaning Products Owing to the Pandemic

The United States is experiencing an increased use of e-commerce channels to procure home care products by consumers. While the share of online sales remains low, it is expected to grow during the forecast period. Furthermore, Unilever has been making new acquisitions based on selling products through online channels.

With extended periods of cleaning throughout 2020, consumers raised concerns over the side effects of traditional cleaning products on health and the environment. Throughout 2021, it is, thus, expected that the demand for home care products designed to provide cleaning efficacy will require efforts to support consumers' physical and emotional wellbeing as well. For instance, The coronavirus pandemic caused a surge in toilet tissue sales, making toilet tissue products the leading home product category in the United States at about USD 10.4 billion.

A consumer cleaning and hygiene research presented by the American Cleaning Institute (ACI) in September 2020 was designed to tap consumer perceptions and actions regarding cleaning and disinfection practices around the COVID-19 pandemic. The survey suggested that Americans were cleaning more than ever before due to the onset of flu season.

Moreover, 86% of Americans were confident in their cleaning products to help protect themselves against coronavirus. 92% of them suggested that they are habituated to using disinfectants on surfaces in their homes. Over 50% of them plan to continue wiping down surfaces more often and using disinfecting products.

The Clorox Company (in-home care) has taken on the coronavirus threat by using its Pine-Sol Original Multi-Surface Cleaner. The product received approval from the US Environmental Protection Agency (EPA) for claims on killing SARS-CoV-2, the virus that causes COVID-19, on hard non-porous surfaces.

### Increasing Awareness Over Sustainability Concerns in the Industry

Home care brands and packaging suppliers have been on a constant spree to innovate and create differentiation in a contested market space through branding. Household care packaging has untapped opportunities to help reduce plastic pollution by replacing plastic bottles with more sustainable packaging solutions like paper bottles and multi-layered cardboard cartons. This packaging represents an important opportunity to help consumers to reduce plastic consumption and might even help make recycling less complicated. The effort has also been consistent with the government; for instance, In 2020, Florida recorded nearly 47.1 million tonnes of municipal waste, of which plastic alone constituted about 7.33% of the total collection.

When looking at product-based innovation, P&G's Microban 24 was approved by the US Environmental Protection Agency (EPA) as a sanitizing spray that is effective in killing SARS-CoV-2. With multiple other products claiming to kill 99.9% of the bacteria, Microban 24 certifies this and continues working throughout the day to provide long-lasting protection for surfaces in homes.

O3waterworks LLC introduced a household cleaning and sanitizing spray-fueled ozone. The spray bottle is known to create low-concentration aqueous ozone to break up germs and contaminants. This quickly becomes water and air, leaving no residue. The company's Spray Bottle can be used to clean toothbrushes, wash fruits and veggies, rinse off dropped pacifiers, clean baby toys, to name a few.

Another cleaning category leader, Jelmar, refreshed its CLR line of products with a new look and a new pronunciation ('CLear').

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Additionally, it had run a new creative campaign, post several products were renamed. This was done to reflect the breadth of the expanded product line.

According to Unilever, the "majority" of Love Home & Planet's packaging was made from recycled and recyclable materials. "Caps and pouches would be the next. The company is working towards 100% recycled packaging across Love Home & Planet by 2021. In the United States, Love Home & Planet includes more than 30 products for fabric care, dishwashing, and cleaning. It incorporates a concentrated laundry detergent made with sustainably sourced plant-based cleansers that are effective in cold water. A dry-wash spray is designed to prolong the life of clothes by minimizing washing while reducing water and energy use.

#### US Home Care Packaging Industry Overview

The market for Home Care Packaging in the United States is moderately fragmented and is expected to attain a higher degree of competitiveness owing to the increasing investments, new players, and growing applications in end-user industries. Some of the developments are as follows -

- August 2021 - Unilever developed a sustainable black packaging made from layered post-consumer resin materials, which was previously treated as waste. The company had used a multilayer post-consumer resin design to achieve sustainable black plastic packaging suitable for personal care, beauty, cosmetics, home care, and food products. This innovation enables black plastic waste to be re-used in new packaging across these categories.
- July 2021 - Westfall Technik acquired Carolina Precision Plastics, giving Westfall access to prominent cosmetics and personal care companies, including L'Oreal, Estee Lauder, and Clorox (which owns Burt's Bees).
- March 2021 - Unilever North America announced a USD 15 million investment in Closed Loop Partners' Leadership Fund to help recycle an estimated 60,000 metric tons of US plastic packaging waste annually by 2025, an amount equivalent to more than half of Unilever's plastics footprint in North America. The impact of Unilever's investment and its continued use of post-consumer recycled (PCR) plastic packaging, which is approximately 59,000 metric tons per year, will underpin the delivery of its commitment to collect and process more plastic packaging than it sells by 2025.
- American companies have been significantly looking to expand into the European market to improve their position through improved supply chains. For instance, In March 2021, Proampac acquired IG Industries PLC and Brayford Plastics Limited to mark their expansion into the UK. Furthermore, in Jan 2021, ProAmpac LLC announced that it had received investment from Pritzker Private Capital (PPC) to further its expansion plans, including strategic acquisitions and increasing the global footprint. The company received investment from GIC, Singapore's sovereign wealth fund in addition to existing and new co-investors, and PPC to promote its growth.
- February 2021 - Henkel announced the amount of recycled polyethylene (PE) in the packaging of its toilet cleaner gels increased. By reaching 50% for toilet cleaners in the standard range, for example, from the Biff brand, and, in the case of cleaners from the Pro Nature range, as much as 75%, the company has banked on sustainability aspects to speak to consumers needs.
- January 2021 - Jabil, the company in Florida, acquired Ecologic Brands, which would become part of its Packaging Solutions division. This acquisition would support the company's sustainability goals. It is a signatory of the Ellen MacArthur Foundation's Plastics Economy Global Commitment and pledged to engage its customers to eliminate problematic and unnecessary plastic packaging from their current solutions.
- Moreover, In December 2020, WD-40, the iconic multi-use product used in households and by trade professionals worldwide, and DS Smith announced that it worked together to provide a paper-based, recyclable secondary packaging solution that has led to the removal of 586,208 individual pieces of plastic from the waste stream.

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- The market estimate (ME) sheet in Excel format
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