



# Home Care Packaging in Germany

July 2024

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### 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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