



Home Care Packaging in South Korea

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

HDPE bottles remain the most popular pack type for laundry care products

Strong growth for blister and strip packs in spray/aerosol air fresheners amidst sustainability concerns about metal aerosol cans

Large pack sizes remain popular in laundry care products as consumers seek value

PROSPECTS AND OPPORTUNITIES

Other plastic bottles to gain share in liquid fabric softeners due to their convenience and sustainability

Larger pack sizes expected to grow in surface care on the back of heightened hygiene awareness levels in South Korea

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