



# Home Care Packaging in Thailand

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Changing demographics driving demand for smaller pack sizes in laundry care packaging

Plastic pouches continue gaining ground in dishwashing in Thailand thanks to their convenience and cost-efficiency

Smaller pack sizes preferred for their convenience in in-cistern devices

#### PROSPECTS AND OPPORTUNITIES

Thailand's packaging market embracing sustainability

Flexible packaging will continue to lead in home care in Thailand

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