



# Home Care Packaging in Argentina

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

HDPE bottles dominate due to their versatility and unmatched suitability

Larger pack sizes like 3,000ml popular as consumers look to save money by bulk buying

Squeezable plastic tubes lose share with consumers preferring enhanced functionality

#### PROSPECTS AND OPPORTUNITIES

Other rigid containers expected to lose share to lighter and more economical options

Share of liquid detergents is expected to grow over the forecast period

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