



Home Care Packaging in France

July 2024

Table of Contents

Home Care Packaging in France - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

HDPE bottles the leading pack type in French home care thanks to their practicality

Increasing popularity of blister and strip packs in home insecticides for their convenience and ease of use

Sustainability an increasing consideration for home care players in France

PROSPECTS AND OPPORTUNITIES

PPWR drives shift to eco-friendly glass packaging, sparking brand innovation

Large laundry pack sizes to gain in popularity as French consumers seek value

Home Care Packaging in France - Company Profiles

Packaging Industry in France - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Metal cans dominate shelf stable seafood

PET bottles gaining popularity in juice for their larger sizes and sustainability

Rising popularity of small pack sizes in brandy, cognac and non/low alcohol beer

HDPE bottles and folding cartons the leading pack types in French beauty and personal care

Sustainability becomes a core focus for home care brands in France

PACKAGING LEGISLATION

Tethered caps adopted in response to EU legislation

RECYCLING AND THE ENVIRONMENT

Advancements in recycling initiatives

Innovations in beverage packaging

Sustainable packaging in ready meals

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-care-packaging-in-france/report.