



Home Care Packaging in South Africa

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

HDPE bottles gaining share in home care as e-commerce boosts demand for durable, recyclable packaging

Plastic pouches popular for detergents due to their convenience and cost-efficiency

Large laundry pack sizes thrive as consumers prioritise value amidst rising costs

PROSPECTS AND OPPORTUNITIES

HDPE bottles will continue gaining share in toilet care as sustainable and compact packaging options

Sustainability to increasingly influence brands' packaging decisions over the forecast period

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