



Home Care Packaging in Australia

July 2024

Table of Contents

Home Care Packaging in Australia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Metal aerosol cans most popular in air care and home insecticides in Australia

HDPE bottles completely dominate packaging of bleach in Australia

Metal tins the preferred pack type for polishes in Australia

PROSPECTS AND OPPORTUNITIES

HDPE bottles expected to gain further share in laundry care

Refillable packaging gains ground as an environmentally-friendly option in surface care

Home Care Packaging in Australia - Company Profiles

Packaging Industry in Australia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Glass bottles rise in popularity as a pack type for beauty and personal care packaging owing to aesthetic appeal and reusability

Metal aerosol cans continue to be a popular pack type for home care packaging despite sustainability concerns

Larger pack formats remain most popular in fresh milk

Wet cat food packaging dominated by aluminium/plastic pouches and metal food cans

Metal beverage cans gain share in imported lager and remain popular in domestic lager

PACKAGING LEGISLATION

A mandatory update to packaging design regulations is scheduled for implementation

RECYCLING AND THE ENVIRONMENT

Coca-Cola rolls out new packaging to lessen reliance on fossil fuels.

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-australia/report.