



# Home Care Packaging in Hong Kong, China

July 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Liquid tablet detergents continue to grow in Hong Kong

Blister and strip packs continue to gain share in in-cistern devices

HDPE bottles the major pack type in laundry care

### PROSPECTS AND OPPORTUNITIES

Blister and strip packs expected to gain further share in car air fresheners

Sustainability likely to be at the forefront of home care packaging innovation

## 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-hong-kong-china/report](https://www.euromonitor.com/home-care-packaging-in-hong-kong-china/report).