



Home Care Packaging in the Netherlands

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Ariel's new Ecoclic packaging driving folding cartons' share gains in liquid tablet detergents

Dominant pack type PET bottles still gaining share in fabric softeners as an economical choice

Plastic pouches continue gaining share in dishwashing in 2023

PROSPECTS AND OPPORTUNITIES

Glass jars expected to gain share in candle air fresheners as players team up for waste-free candles

Sustainable pack types like rPet to gain share due to EU packaging legislation

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