

Home Care Packaging in Vietnam

July 2024

Table of Contents

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Plastic pouches gaining share in dishwashing tablets and liquid detergents PET bottles still gaining share in hand dishwashing rPET bottles gaining momentum in dishwashing

PROSPECTS AND OPPORTUNITIES

Economic growth and an e-commerce boom are driving home care packaging in Vietnam Sustainability will be shaping packaging trends

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 country-specific local insight and comprehensive data, unavailable elsewhere.

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