



Euromonitor  
International

# Home Care Packaging in Spain

July 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Blister and strip packs gaining share in insecticide baits due to their convenience

Increasing use of PET bottles in dishwashing due to their recyclability

Larger packs dominate bleach due to their better value for money

### PROSPECTS AND OPPORTUNITIES

Declining sales of powder detergents will hit folding cartons usage

Folding carton will see declining usage in home care due to PPWR

## Home Care Packaging in Spain - Company Profiles

## Packaging Industry in Spain - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Thin wall plastic containers lead cheese packaging, while glass jars make gains in yoghurt

PET bottles lead bottled water packaging with a focus on convenience and sustainability

Glass bottles gaining share from metal cans in beer packaging

HDPE bottles dominate bath and shower due to their durability and sustainability

Growing adoption of PET bottles in dishwashing driven by recyclability

### PACKAGING LEGISLATION

European packaging regulation shifts market dynamics, impacting folding carton usage in Spain

Spain's new plastic tax law promotes a circular economy

### RECYCLING AND THE ENVIRONMENT

Mercadona advances sustainability with recycled plastic packaging for Hacendado chilled pizzas

Don Simon launches first aluminium-free aseptic carton in its sustainable packaging drive

Ferrero reduces plastic use with thinner wrapping for Kinder Bueno range

Table 1 - Overview of Packaging Recycling and Recovery in Spain: 2021/2022 and Targets for 2023

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