



Euromonitor
International

Home Care Packaging in Ukraine

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Packaging begins to recover in 2023 after the slump in usage caused by the start of the war in 2022

Lightweight and versatile folding cartons the leading pack type

Surface care decline hits leading pack type HDPE bottles

PROSPECTS AND OPPORTUNITIES

Glass bottles expected to gain share in air care over the forecast period

Recyclable materials are expected to grow due to stricter environmental regulations

Home Care Packaging in Ukraine - Company Profiles

Packaging Industry in Ukraine - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Thin wall plastic containers gaining share in frozen ready meals, driven by cost savings

Energy drinks see growth in 1-litre pack usage, fuelled by the mixer trend

Convenience drives growth for squeezable plastic tubes in conditioners and treatments

Brick liquid cartons rebound in alcoholic drinks, boosted by affordability and protective benefits

Folding cartons dominate home care market due to versatility and durability

PACKAGING LEGISLATION

Recyclable materials take centre stage as EU tightens environmental regulations

Ukraine strengthens packaging regulations for enhanced consumer safety and sustainability

Industry-wide regulatory compliance: key developments in alcoholic drinks, beauty and food packaging

RECYCLING AND THE ENVIRONMENT

Alcoholic drinks industry pushes for sustainable packaging in 2023 to meet environmental and consumer demands

Shaped liquid cartons gaining share in tomato pastes and purées

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

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