

Home Care Packaging in Thailand

July 2024

Table of Contents

Home Care Packaging in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Changing demographics driving demand for smaller pack sizes in laundry care packaging Plastic pouches continue gaining ground in dishwashing in Thailand thanks to their convenience and cost-efficiency Smaller pack sizes preferred for their convenience in in-cistern devices

PROSPECTS AND OPPORTUNITIES

Thailand's packaging market embracing sustainability Flexible packaging will continue to lead in home care in Thailand

Home Care Packaging in Thailand - Company Profiles

Packaging Industry in Thailand - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture 2023 key trends Flexible plastic remains the key packaging solution for sugar confectionery PET bottles the main pack type in soft drinks in Thailand Increasing preference for glass bottles in beer packaging in Thailand Flexible plastic to overtake HDPE bottles as the main hair care pack type in Thailand Plastic pouches dominate dishwashing packaging in Thailand

PACKAGING LEGISLATION

Thailand introduces new standards for food contact plastics

RECYCLING AND THE ENVIRONMENT

Advancing sustainability through rPET bottles in soft drinks packaging Sustainability initiatives in home care packaging

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-thailand/report.