



Euromonitor
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Home Care Packaging in the Philippines

July 2024

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Home Care Packaging in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic remains the dominant pack type in home care

Larger pack sizes of HDPE bottles popular in home care

Metal tins the favoured format for car air fresheners for their stackability and functionality

PROSPECTS AND OPPORTUNITIES

Thin wall plastic containers will remain most popular in hand dishwashing as they help control consumption

Other plastic bottles will continue taking share from metal tins in shoe polish

Home Care Packaging in the Philippines - Company Profiles

Packaging Industry in the Philippines - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

HDPE bottles preferred in chilli sauces packaging due to their durability

PET bottles lead soft drinks and flexible aluminium/plastic hot drinks in the Philippines

Increasing packaging unit volumes for folding cartons due to premium presentations in whiskies

Squeezable plastic tubes growing in the packaging of conditioners and treatments

Metal tins the favoured format for car air fresheners for their stackability and functionality

PACKAGING LEGISLATION

Philippines FDA issues guidelines on voluntary certification of packaging for prepackaged food

The Philippines moves to regulate single-use plastics with new bill

RECYCLING AND THE ENVIRONMENT

Focus on recycling to reduce virgin plastic in the environment

The Philippines amends EPR Act to combat plastic waste

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