



Euromonitor
International

Home Care Packaging in Argentina

July 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

HDPE bottles dominate due to their versatility and unmatched suitability

Larger pack sizes like 3,000ml popular as consumers look to save money by bulk buying

Squeezable plastic tubes lose share with consumers preferring enhanced functionality

PROSPECTS AND OPPORTUNITIES

Other rigid containers expected to lose share to lighter and more economical options

Share of liquid detergents is expected to grow over the forecast period

Home Care Packaging in Argentina - Company Profiles

Packaging Industry in Argentina - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Convenience makes flexible plastic the preferred packaging for fresh milk

PET bottles remain dominant for the packaging of soft drinks in Argentina

Metal beverage cans gaining share from glass in beer packaging

Inflation making speciality cosmetic containers less desirable for packaging lipsticks

HDPE bottles remain popular for the packaging of home care products

PACKAGING LEGISLATION

Front-of-pack labelling requirements for food and beverages in Argentina

RECYCLING AND THE ENVIRONMENT

Coca-Cola's commitment to sustainable packaging with Sprite's new recycled bottle

Growing demand for eco-friendly packaging driven by Argentinian consumer habits

Versatile HDPE bottles and folding cartons in beauty and personal 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-argentina/report.