



Euromonitor
International

Home Care Packaging in France

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

HDPE bottles the leading pack type in French home care thanks to their practicality

Increasing popularity of blister and strip packs in home insecticides for their convenience and ease of use

Sustainability an increasing consideration for home care players in France

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PPWR drives shift to eco-friendly glass packaging, sparking brand innovation

Large laundry pack sizes to gain in popularity as French consumers seek value

Home Care Packaging in France - Company Profiles

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HDPE bottles and folding cartons the leading pack types in French beauty and personal care

Sustainability becomes a core focus for home care brands in France

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Tethered caps adopted in response to EU legislation

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Advancements in recycling initiatives

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Sustainable packaging in ready meals

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