



Euromonitor
International

Home Care Packaging in Indonesia

July 2024

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Home Care Packaging in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Convenience driving Indonesian consumers' preference for metal aerosol cans in home insecticides

Flexible plastic remains go-to packaging for laundry care due to affordability

Plastic pouches dominate floor cleaners packaging

PROSPECTS AND OPPORTUNITIES

Blister and strip packs expected to see dynamic growth over the forecast period

Other rigid containers to gain share in air care

Home Care Packaging in Indonesia - Company Profiles

Packaging Industry in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Launch of new yoghurt sticks in flexible aluminium packaging to meet on-the-go snacking demand

Coca-Cola promotes PET recycling to support Indonesia's circular economy goals with "Recycle Me" campaign

Stout and spirits preferred in glass bottles for quality, sharing and premiumisation

Other plastic jars the main pack type in styling agents due to their practicality and durability

Plastic pouches dominate floor cleaner packaging owing to their affordability and convenience

PACKAGING LEGISLATION

Government supports the drive towards healthier drinks

Beverage brands promote recycled packaging for sustainability

Home care industry embracing eco-friendly packaging innovations

RECYCLING AND THE ENVIRONMENT

Metal beverage cans expected to grow, owing to concerns over sustainability

Larger HDPE bottles saw growth in hair care as consumer awareness rose

Metal beverage cans gaining share in milk packaging as brands launch new flavours

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

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