



Home Care Packaging in Indonesia

July 2024

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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

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