



Euromonitor
International

Home Care Packaging in South Africa

July 2024

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Home Care Packaging in South Africa - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

HDPE bottles gaining share in home care as e-commerce boosts demand for durable, recyclable packaging

Plastic pouches popular for detergents due to their convenience and cost-efficiency

Large laundry pack sizes thrive as consumers prioritise value amidst rising costs

PROSPECTS AND OPPORTUNITIES

HDPE bottles will continue gaining share in toilet care as sustainable and compact packaging options

Sustainability to increasingly influence brands' packaging decisions over the forecast period

Home Care Packaging in South Africa - Company Profiles

Packaging Industry in South Africa - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Brick liquid cartons gain popularity for nutritious baby food options

Small hot drink packs are popular for their convenience, affordability and single servings

Glass bottles are the preferred choice for brandy and cognac

HDPE bottles are favoured for affordable skin care products

Plastic pouches rise in popularity for cost-effective detergent packaging

PACKAGING LEGISLATION

Waste Act 2008 promotes sustainable packaging waste management

EPR holds producers accountable for the full lifecycle of packaging

Producers must report waste management to ensure regulatory compliance

RECYCLING AND THE ENVIRONMENT

Community initiatives boost recycling awareness and accessibility

Recycling reduces waste and aligns with national sustainability goals

Infrastructure challenges persist, but innovation offers improvement opportunities

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

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