



Euromonitor
International

Home Care Packaging in Hong Kong, China

July 2024

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Home Care Packaging in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Liquid tablet detergents continue to grow in Hong Kong
Blister and strip packs continue to gain share in in-cistern devices
HDPE bottles the major pack type in laundry care

PROSPECTS AND OPPORTUNITIES

Blister and strip packs expected to gain further share in car air fresheners
Sustainability likely to be at the forefront of home care packaging innovation

Home Care Packaging in Hong Kong, China - Company Profiles

Packaging Industry in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture
2023 key trends
PET bottles gaining share due to their affordability and recyclability
Liquid cartons benefit from a boost to demand for 100% juice
The 500ml pack size is gaining popularity in beer for its ability to provide a balance between convenience and value
Glass bottles gaining share in skin care packaging due to their excellent barrier properties
Blister and strip packs gaining share for in-cistern devices packaging in toilet care

PACKAGING LEGISLATION

Hong Kong's new deposit-return legislation for beverage containers

RECYCLING AND THE ENVIRONMENT

Sustainable packaging trend will continue gaining momentum over the forecast period
Brands promoting sustainability through recycling campaigns across stores in Hong Kong

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