



Home Care Packaging in Ukraine

October 2025

Table of Contents

Home Care Packaging in Ukraine - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth in key categories lifts Ukraine's total home care packaging volumes
DeLaMark's innovative pack type and closure combination driven by convenience
HDPE bottles gain share in Ukraine in 2024, driven by consumer demand for durability

PROSPECTS AND OPPORTUNITIES

Home care packaging is expected to grow, offering consumers an optimal balance of affordability
Folding cartons are forecast to regain share, supported by sustainability concerns and their appeal in premium and multi-pack formats

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Home Care Packaging in Ukraine - Company Profiles

Packaging Industry in Ukraine - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Pouches lead food packaging innovation
Sustainability gains momentum in non-alcoholic drinks packaging with rPET adoption and growth for aluminium cans
Metal beverage cans show faster growth than glass bottles in beer and wine
Biodegradable jars push sustainability in beauty and personal care packaging
HDPE bottles gain share in Ukraine in 2024, driven by consumer demand for durability
The 400g metal food can is popular for its convenience and product preservation

PACKAGING LEGISLATION

Ukraine strengthens pet food packaging legislation
Ukraine moves towards EU standards with new draft law on packaging
New law sets stricter safety standards for food packaging in Ukraine

RECYCLING AND THE ENVIRONMENT

Eco-friendly cartons drive dairy and plant-based dairy packaging sustainability in Ukraine
Pet food packaging embraces sustainability through EU-aligned materials and eco-friendly formats
Processed meat and seafood packaging shifts towards flexible and compostable solutions

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