



Euromonitor  
International

# Home Care Packaging in South Korea

July 2024

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## Home Care Packaging in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

HDPE bottles remain the most popular pack type for laundry care products

Strong growth for blister and strip packs in spray/aerosol air fresheners amidst sustainability concerns about metal aerosol cans

Large pack sizes remain popular in laundry care products as consumers seek value

#### PROSPECTS AND OPPORTUNITIES

Other plastic bottles to gain share in liquid fabric softeners due to their convenience and sustainability

Larger pack sizes expected to grow in surface care on the back of heightened hygiene awareness levels in South Korea

## Home Care Packaging in South Korea - Company Profiles

## Packaging Industry in South Korea - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Flexible plastic is the preferred pack type in meals and soups packaging due to its cost-effectiveness and convenience

Rigid plastic maintains its dominance in overall soft drinks packaging

PET bottles grow as a pack type for beer in larger pack sizes, owing to practicality considerations

Small pack sizes continue to dominate beauty and personal care due to consumer preferences

HDPE bottles remain the most popular pack type for laundry care products in South Korea for their versatility and protective properties

### PACKAGING LEGISLATION

Registration for recycled packaging claims made mandatory for food and beverage manufacturers

### RECYCLING AND THE ENVIRONMENT

Seoul Dairy Cooperative shifts to pressure-sensitive labels to increase the recyclability of its PET bottles

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/home-care-packaging-in-south-korea/report](http://www.euromonitor.com/home-care-packaging-in-south-korea/report).