



Home Care Packaging in the Philippines

October 2025

Table of Contents

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Packaging volumes rise in 2024, driven by strong laundry care demand and increasing household penetration
Sustainable formats are gaining traction in dishwashing categories due to growing demand for eco-friendly household solutions
Dominant pack type flexible plastic is losing share to PET bottles for liquid products

PROSPECTS AND OPPORTUNITIES

Packaging volumes expected to grow, boosted by urbanisation and quick commerce
Plastic pouches expected to gain share over the forecast period, driven by the growing use of refill formats

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[Home Care Packaging in the Philippines - Company Profiles](#)

[Packaging Industry in the Philippines - Industry Overview](#)

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Packaging trends in the Philippines balance environmental duty with practical consumer preferences
Shift towards rPET and paper-based alternatives in 2024 beverage packaging
Rising adoption of aluminium cans in alcoholic drinks in the Philippines
Growing use of refillable, recyclable and biodegradable packaging in beauty care
Refillable, concentrated and eco-friendly formats reshape home care packaging in 2024
Sustainability initiatives take centre stage as pet care brands push towards a circular economy

PACKAGING LEGISLATION

EPR compliance moves from reporting to enforceable audit practice

RECYCLING AND THE ENVIRONMENT

DRS pilot planning signals shift towards circular packaging regulation
EPR enforcement intensifies: driving accountability, packaging redesign and cost implications in the Philippines
Table 1 - Overview of Packaging Recycling and Recovery in the Philippines: 2022/2023 and Targets for 2024

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