

Home Care Packaging in the Philippines

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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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