

Home Care Packaging in South Africa

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Table of Contents

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Packaging volumes in South Africa rise in 2024, driven by strong growth in laundry care Growing innovation in large, durable pack sizes catering to value-driven consumers HDPE bottles are gaining traction, driven by key categories and durability

PROSPECTS AND OPPORTUNITIES

Packaging volumes will continue to rise, despite the growing demand for larger pack sizes

Plastic pouches are expected to gain share over the forecast period due to affordability and sustainability

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