



Euromonitor  
International

# Home Care Packaging in Mexico

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Metal aerosol cans gaining share in home insecticides due to their chemical resistance and recyclability

Plastic pouches gaining share in liquid detergents due to their cost-effectiveness

The 650ml pack size is gaining share in surface care because of its portability

#### PROSPECTS AND OPPORTUNITIES

Innovation and sustainability taking centre stage in home care packaging

PET bottles seeing dynamic growth in air care due to their excellent chemical resistance

## Home Care Packaging in Mexico - Company Profiles

## Packaging Industry in Mexico - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Metal beverage cans gaining share in beer due to new product launches

Aluminium/plastic pouches gaining share in shelf stable seafood due to their convenience

HDPE bottles lead but squeezable plastic tubes gaining share in body wash/shower gel

Smaller pack sizes remain dominant in wet cat food for their superior storage and preservation properties

Boost to small pack sizes in adult sun care as consumer look for convenience

### PACKAGING LEGISLATION

Government implements a new labelling policy for improving public health and awareness

### RECYCLING AND THE ENVIRONMENT

Tide moves towards sustainability with new product launch in detergents

Brands turn towards sustainable packaging in beauty and personal care due to changing consumer preferences

Folding cartons to gain share due to enhanced aesthetic appeal and sustainability

Table 1 - Overview of Packaging Recycling and Recovery in Mexico: 2021/2022 and Targets for 2023

## About Euromonitor International

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- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
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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-mexico/report](https://www.euromonitor.com/home-care-packaging-in-mexico/report).