



# Home Care Packaging in Australia

October 2025

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## Home Care Packaging in Australia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Household preference for convenience boosts automatic dishwashing and laundry packaging

Innovative packaging launches in Australia focus on reducing plastic usage and enhancing convenience in home care

Changing consumer preferences drive growth of large HDPE bottles over folding cartons in Australian laundry detergents

#### PROSPECTS AND OPPORTUNITIES

Metal aerosol cans expected to continue gaining share in surface care

Reusable glass bottles expected to continue gaining share in air care packaging

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## Home Care Packaging in Australia - Company Profiles

## Packaging Industry in Australia - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Sustainability as the driving force in Australian food packaging innovation

Non-alcoholic drinks packaging embraces recyclability and innovation

Aluminium packaging gaining share in alcoholic drinks in Australia

Eco-friendly and refillable packaging leads beauty innovation

Flexible, refillable and compact are the new home care packaging standards

Sustainable and convenient packaging trends in pet food

### PACKAGING LEGISLATION

Australia's push for stronger packaging laws and recycled plastics

Stronger packaging standards introduced in Australia

ACCC drives major soft plastics regulatory reset in Australia

### RECYCLING AND THE ENVIRONMENT

Australia expands recycling capacity through the RMF

Australia's new kerbside recycling standard

From food waste to compost: Australia's circular recycling push

Table 1 - Overview of Packaging Recycling and Recovery in Australia: 2022/2023 and Targets for 2024

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