



Home Care Packaging in China

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Decline in home care packaging unit volumes due to cautious spending and sustainability trends

Liby launches China's first fully recyclable laundry detergent packaging

Flexible plastic and HDPE bottles the main pack types in Chinese home care

PROSPECTS AND OPPORTUNITIES

Tariffs and ESG goals likely to cut home care packaging unit volumes

Home care growth will be driven by HDPE bottles and 500g packs

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