

Home Care Packaging in the Netherlands

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Surface care wipes drive growth in thin wall plastic packaging

Recycled polyethylene and renewable materials transforming household care packaging

Dominant pack type PET bottles continues growing in fabric softeners as an economical choice

PROSPECTS AND OPPORTUNITIES

Refill formats and concentrated formulas to reduce home care packaging volumes Sustainability concerns driving the decline in metal aerosol packaging in air care

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