



Euromonitor
International

Home Care Packaging in Vietnam

July 2024

Table of Contents

Home Care Packaging in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Plastic pouches gaining share in dishwashing tablets and liquid detergents

PET bottles still gaining share in hand dishwashing

rPET bottles gaining momentum in dishwashing

PROSPECTS AND OPPORTUNITIES

Economic growth and an e-commerce boom are driving home care packaging in Vietnam

Sustainability will be shaping packaging trends

Home Care Packaging in Vietnam - Company Profiles

Packaging Industry in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Thin wall plastic containers are preferred for butter and spreads owing to their lightweight nature

Brick liquid cartons benefit from the popularity of 100% juice

Metal beverage cans dominate beer packaging in Vietnam due to their eco-friendly nature

Shift to larger fragrance bottles for better value and convenience

Increasing popularity of blister and strip packs in car air fresheners

PACKAGING LEGISLATION

Vietnam's 2022 extended producer responsibility shows a new approach to waste management

RECYCLING AND THE ENVIRONMENT

Carbon-neutral aluminium capsules are a step towards sustainability

Opportunities for eco-friendly packaging solutions in alcohol drinks

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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-vietnam/report.