



Euromonitor
International

Home Care Packaging in Vietnam

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Vietnam's home care packaging grows as demand rises for convenient formats and hygiene

Innovation in Vietnamese home care packaging driven by sustainability and convenience

HDPE bottles making gains, driven by toilet care and dishwashing

PROSPECTS AND OPPORTUNITIES

Increasing home care packaging unit volumes will be driven by growth in smaller pack sizes

Plastic pouches will continue gaining share from flexible plastic in laundry care due to affordability and refillability

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- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-care-packaging-in-vietnam/report.