

# Home Care Packaging in Hong Kong, China

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## Abstracts

Surface care remained the biggest home care category in packaging unit volume terms in Hong Kong in 2022. Innovative measures to make cleaning more convenient and sustainable for consumers were being seen within this category. For example, Hong Kong brand Island Life is offering consumers sustainable cleaning solutions. It created a small tab the size of a HKD1 coin that uses minimal paper packaging, eliminating the use of plastic. The consumer can transform the tab into a cleaning solution by d...

Euromonitor International's Home Care Packaging in Hong Kong, China report offers insight into key trends and developments driving packaging across the category.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Home Care Packaging market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International  
February 2024

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Brand owners trying to ensure that wipes packaging is becoming increasingly recyclable  
Leading brands' movements towards sustainable packaging help them gain share

### **PROSPECTS AND OPPORTUNITIES**

HDPE bottles to lose share while flexible plastic gains as refills appeal  
Sustainability likely to be at the forefront of home care packaging innovation

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