

# Home Care Packaging in Thailand

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## Abstracts

In 2022, plastic pouches used for packaging liquid detergents dominated the market in terms of retail unit volume sales. This was due to their cost-effectiveness compared to traditional rigid packaging like bottles, which helped manufacturers save on material usage and transportation costs amidst inflationary pressures. Furthermore, plastic pouches can have features like spouts or tear notches that make it easy for consumers to dispense the detergent, providing added convenience. These advantage...

Euromonitor International's Home Care Packaging in Thailand 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.

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Pinpoint growth sectors and identify factors driving change;

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February 2024

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Flexible plastic usage will be hit by a continued switch from powder to liquid detergents

Refillable packaging set to gain traction

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