

# Home Care Packaging in South Africa

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## Abstracts

In 2022, the lingering impact of heightened hygiene consciousness due to the pandemic continued to influence the performance of home care categories in South Africa. For example, bleach continued to see positive growth in 2022, even following the demand spike it had seen in 2020, when the virus first arrived in the country. This continued to benefit packaging unit volumes of HDPE bottles, which is the sole pack type used for bleach, in 2022. HDPE bottles are widely used for bleach due to being s...

Euromonitor International's Home Care Packaging in South Africa 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
February 2024

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Bleach still seeing elevated growth rates in 2022, benefiting HDPE bottles  
Laundry care continues growing, as penetration of washing machines continues rising  
Plastic pouches still gaining share in automatic dishwashing tablets

### **PROSPECTS AND OPPORTUNITIES**

Sustainability to increasingly influence brands' packaging decisions over the forecast period  
Increased e-commerce sales to boost large pack sizes

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