

Home Care Packaging in the US

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Abstracts

The retail unit volumes of HDPE bottles continued to hold the biggest share in overall home care products in 2022. The preference for HDPE bottles can be attributed to their practicality and user-friendliness in dispensing home care products. These bottles can be designed with convenient features such as handles, spouts or spray nozzles. In addition, the appearance of HDPE packaging can influence customer perception, with a variety of colours, finishes and branding options possible to create an...

Euromonitor International's Home Care Packaging in USA 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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2022 DEVELOPMENTS

HDPE bottles remains the main home care pack type
Increased focus on sustainability driving packaging changes in home care
Plastic pouches benefit from liquid tablet detergents continuing to gain share

PROSPECTS AND OPPORTUNITIES

Rising demand for multi-purpose cleaners will benefit HDPE packaging
Eco-friendly packaging for cleaning products will gain popularity in the coming years

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