

# Home Care Packaging in Germany

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## Abstracts

Home care sales in Germany grew sharply in 2020 as a result of the increased home seclusion during the pandemic. With the nationwide lockdown imposed by the German government, outdoor movement was restricted, and consumers spent most of their time indoors, predominantly in their homes. This resulted in an increase in at-home consumption and consumers started to cook a lot more meals at home. This led to an increased usage of daily essential items such as kitchen cleaners and dishwashing products...

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

**Data 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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Improved performance for laundry detergents

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Home care products to continue benefiting from increased hygiene concerns

Sustainable packaging trend likely to be driven by Germans' green leanings

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