

Home Care Packaging in Germany

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Demand for “greener” and more sustainable home care products continued to grow in 2017 due to rising environmental awareness among German consumers. In line with this trend, home care products with more eco-friendly packaging experienced significant growth in popularity. One prominent example is Werner & Mertz’s Frosch brand, which offers a renowned line of green products. Werner & Mertz is known as a pioneer in home care when it comes to creating more sustainable packaging solutions; recent exa...

Euromonitor International's Home Care Packaging in Germany 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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