

# Home Care Packaging Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

### Market Overview:

The global home care packaging market size reached US\$ 96.2 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 126.7 Billion by 2028, exhibiting a growth rate (CAGR) of 4.5% during 2023-2028.

Home care packaging is manufactured using durable materials to safeguard and protect the contents from microbial contamination and maintain their overall quality. It also ensures effective usage and maximum efficiency and provides convenience and security during the storage and transportation of products. It is available in different sizes, colors, ranges and material types depending on the product type. At present, home care packaging is widely utilized to build brand image.

### Home Care Packaging Market Trends:

Rapid urbanization, improving living standards and the increasing awareness about the overall health and wellbeing are among the key factors escalating the demand for home care products across the globe. Moreover, the rising adoption of compact packages on account of their affordability and ease of usage and storage is impelling the growth of the market. Apart from this, a significant shift in consumer preferences towards flexible packaging, along with the increasing focus on consumer-oriented packaging production, is bolstering the market growth. Furthermore, with the growing environmental concerns, governing agencies of several countries are providing tax exemptions to companies adopting innovative and sustainable ways of manufacturing products. This is encouraging these companies to use recycled plastics and offer refill pouches to reduce

the ecological footprint. Besides this, they are utilizing advanced technologies, such as artificial intelligence (AI), near field communication (NFC) and radio frequency identification (RFID), to improve smart packaging services such as preventing counterfeit, providing accurate information about inventory tracking and allowing consumers to track goods using smartphones.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global home care packaging market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product, material type and packaging type.

#### Breakup by Product:

- Dishwashing Products
- Insecticides
- Laundry Care Products
- Toiletries
- Polishes
- Air Care Products
- Others

#### Breakup by Material Type:

- Plastic
- Paper
- Metal
- Glass
- Others

#### Breakup by Packaging Type:

- Bottles
- Metal Cans
- Cartons
- Pouches

Others

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

## Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Amcor Plc, AptarGroup Inc., Ball Corporation, DS Smith Plc, Mondi Group, ProAmpac, Silgan Holdings, Sonoco Products Company, Tetra Laval International SA and Winpak Ltd. (Wihuri Packaging Oy).

## Key Questions Answered in This Report:

What was the size of the global home care packaging market in 2022?

What is the expected growth rate of the global home care packaging market during 2023-2028?

What has been the impact of COVID-19 on the global home care packaging market?

What are the key factors driving the global home care packaging market?

What is the breakup of the global home care packaging market based on the product?

What is the breakup of the global home care packaging market based on the material type?

What is the breakup of the global home care packaging market based on the packaging type?

What are the key regions in the global home care packaging market?

Who are the key players/companies in the global home care packaging market?

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