

Home Care Packaging in South Africa

May 2023

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Home Care Packaging in South Africa - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

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

Home Care Packaging in South Africa - Company Profiles

Packaging Industry in South Africa - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture
2022 key trends
Glass jars popular in packaged food as they help preserve product quality
Consumers prefer smaller pack sizes as they are convenient to use
Environmental concerns are driving the demand for sustainable packaging
Numerous brands use folding cartons as they help in branding
Consumers prefer plastic pouches for home care products as they are lightweight

PACKAGING LEGISLATION

New regulation regarding plastics is set to impact the packaging industry

RECYCLING AND THE ENVIRONMENT

Brand owners focusing on eco-friendly packaging to implement a circular economy
Table 1 - Overview of Packaging Recycling and Recovery in South Africa: 2020/2021 and Targets for 2022

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