

# Home Care Packaging in Mexico

May 2023

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## Home Care Packaging in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Companies invest in recycling their plastic packaging in Mexican home care  
Sustainable packaging helping to drive growth in surface care in Mexico  
Bleach brands launch limited edition variants supporting the Mexican soccer team

#### PROSPECTS AND OPPORTUNITIES

HDPE and PET bottles will remain important pack types in home care, blister and strip packs will also remain relevant  
Despite price sensitivity eco-friendly packaging should continue to develop in Mexican home care

## Home Care Packaging in Mexico - Company Profiles

## Packaging Industry in Mexico - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture  
2022 key trends  
Pouches are a favoured pack type across a number of food categories  
PET bottles continue to dominate soft drinks, while glass bottles enjoy a resurgence  
On-the-go consumption and convenience boosting metal beverage can usage  
Refill packs growing in popularity as a sustainable alternative  
Reusable and recyclable pack types dominate home care packaging

### PACKAGING LEGISLATION

Local governments introduce a ban on single-use plastics

### RECYCLING AND THE ENVIRONMENT

Sustainable packaging becoming more prominent in the home care industry  
Table 1 - Overview of Packaging Recycling and Recovery in Mexico: 2020/2021 and Targets for 2022

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