

Home Care Packaging in Australia

May 2023

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Home Care Packaging in Australia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Recycled plastic pouches sustain their popularity in dishwashing tablets
Refillable packaging gains ground as an environmentally-friendly option in surface care
Top brands launch innovative packaging options to attract eco-conscious consumers

PROSPECTS AND OPPORTUNITIES

Folding cartons and glass jars to gain further momentum within air care
Colgate-Palmolive looking to be using rPET throughout its home care range by 2025

Home Care Packaging in Australia - Company Profiles

Packaging Industry in Australia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture
2022 key trends
Metal food cans continue to lose share in 2022
Metal beverage cans gaining share from PET bottles in soft drinks
Flatter PET wine bottles pave the way for sustainability gains
Move towards a circular economy driving beauty and personal care packaging innovation
Refillable packaging grows as an environmentally-friendly option in surface care

PACKAGING LEGISLATION

New packaging rules in Australia require manufacturers to recycle
Australian government signals plan to regulate packaging industry

RECYCLING AND THE ENVIRONMENT

Nestlé pilots recyclable paper in Australia

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