



Euromonitor
International

Home Care Packaging in Thailand

September 2026

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

Thai home care packaging grows in 2025 as recycled resin, refills and EPR reshape the mix

INDUSTRY PERFORMANCE

Flexible packaging dominates this pouch-led market as rigid plastic anchors bottled formats

Expansion of stand-up pouches and recycled-resin bottles support fast-growth in flexible packaging

Draft Sustainable Packaging Management Act and voluntary collection schemes drive the sustainability agenda

WHAT'S NEXT?

Modest growth to 2030 as concentration and refills temper volumes

Recycled resin, refill pouches and recyclable mono-material designs define strategic priorities

COUNTRY REPORTS DISCLAIMER

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