

# Home Care Packaging in Hong Kong, China

April 2023

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## Home Care Packaging in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Innovative packaging measures within surface care gain momentum

Brand owners trying to ensure that wipes packaging is becoming increasingly recyclable

Leading brands' movements towards sustainable packaging help them gain share

#### PROSPECTS AND OPPORTUNITIES

HDPE bottles to lose share while flexible plastic gains as refills appeal

Sustainability likely to be at the forefront of home care packaging innovation

## Home Care Packaging in Hong Kong, China - Company Profiles

## Packaging Industry in Hong Kong, China - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Flexible plastic remains the main pack type in confectionery in 2022

Sustainable packaging options emerge in RTD coffee in 2022

Metal beverage cans gaining popularity in beer

HDPE bottles and folding cartons the main pack types in beauty and personal care

HDPE bottles are projected to lose share to flexible plastic in home care

### PACKAGING LEGISLATION

Government is undertaking several initiatives to mitigate environmental risks

### RECYCLING AND THE ENVIRONMENT

Brands adopt sustainable practices to meet environmental concerns in Hong Kong

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