



Home Care Packaging in Vietnam

September 2026

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

Vietnamese home care packaging grows in 2025 as recycled content and EPR reshape the mix

INDUSTRY PERFORMANCE

Rigid plastic and flexible formats hold a large share across laundry, dishwashing and surface care

Rigid plastic grows fastest as PET and HDPE bottles and recycled content are embraced

Extended Producer Responsibility takes effect as recycling obligations gain traction

WHAT'S NEXT?

Steady growth to 2030 led by rigid plastic and recycled-content bottles

Recycled content, mono-material pouches and refill systems define the priority opportunities

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