

Home Care Packaging in the US

April 2023

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Home Care Packaging in the US - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

HDPE bottles remains the main home care pack type
Increased focus on sustainability driving packaging changes in home care
Plastic pouches benefit from liquid tablet detergents continuing to gain share

PROSPECTS AND OPPORTUNITIES

Rising demand for multi-purpose cleaners will benefit HDPE packaging
Eco-friendly packaging for cleaning products will gain popularity in the coming years

Home Care Packaging in the US - Company Profiles

Packaging Industry in the US - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture
2022 key trends
Thin wall plastic containers gaining share in meals and soups as they offer excellent barrier properties
Consumers prefer multipacks as they offer better value for money
Brands offer smaller pack sizes as they are suitable for on-the-go consumption
Cost-effectiveness is one of the main factors behind the usage of folding cartons
Eco-friendly pack types are gaining ground in home care packaging

PACKAGING LEGISLATION

Ban on single-use plastic increases the usage of sustainable packaging

RECYCLING AND THE ENVIRONMENT

Sustainability driving brands to invest in innovative packaging solutions
Table 1 - Overview of Packaging Recycling and Recovery in the US: 2020/2021 and Targets for 2022

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