

# Home Care Packaging in Colombia

May 2023

Table of Contents

## Home Care Packaging in Colombia - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Columbians prioritising hygiene helps maintain growth in demand for HDPE bottles in bleach  
Growing penetration of dishwashers boosting demand for automatic dishwashing tablets  
Multifunctionality still driving sales of multipurpose cleaners, shoe polish sees strong growth in 2022

#### PROSPECTS AND OPPORTUNITIES

Sales of large pack sizes and multipacks expected to grow in surface care  
Volume sales of home insecticides are expected to grow over the forecast period

## Home Care Packaging in Colombia - Company Profiles

## Packaging Industry in Colombia - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Flexible plastic is the most popular pack type in food packaging

Popularity of lightweight packaging to cater to increasing on-the-go consumption

Brick liquid cartons gaining share in alcoholic drinks

Refill packs popular in beauty and personal care as they are seen as being sustainable

HDPE bottles dominate the home care industry thanks to their durability

### PACKAGING LEGISLATION

Government announces National Plan for Sustainable Single-Use Plastics Management

### RECYCLING AND THE ENVIRONMENT

Colombian coffee brands undertake initiatives to become more sustainable

Nativa partners with meteorologists to transform bottles into rain gauges

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