



Home Care Packaging in Indonesia

May 2023

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Home Care Packaging in Indonesia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Plastic pouches continue to gain share in floor cleaners
Carbon-free black plastic packaging introduced in Indonesia
HDPE bottles and plastic pouches benefiting from the growth in liquid detergents

PROSPECTS AND OPPORTUNITIES

Blister and strip packs expected to see dynamic growth over the forecast period
Unilever to launch its first paper-based laundry detergent container as sustainable packaging remains a key industry focus

Home Care Packaging in Indonesia - Company Profiles

Packaging Industry in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture
2022 key trends
Indonesian parents prefer bick liquid cartons for baby food as they are resealable
Thin wall plastic containers are popular for RTD tea as they are convenient and cost-effective
Alcoholic drinks brands are incorporating slogans in their packaging
Increased demand for deodorants leads to rise in usage of metal aerosol cans
Biodegradable plastic packaging is gaining traction in the home care industry

PACKAGING LEGISLATION

The ban on plastic bag usage is likely to aid the usage of biodegradable packaging

RECYCLING AND THE ENVIRONMENT

Brands are increasingly adopting sustainable packaging to reduce their carbon footprint

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