



# Home Care Packaging in India

April 2023

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## Home Care Packaging in India - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Flexible plastic remains the dominant packaging format in the Indian home care industry

Larger pack sizes remain popular due to offering value for money

Refilling of home care products to reduce packaging waste gaining traction

#### PROSPECTS AND OPPORTUNITIES

AI encryption technology expected to gain popularity in home care packaging

Sustainability to play an increasing role in the Indian home care packaging industry

## Home Care Packaging in India - Company Profiles

## Packaging Industry in India - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Dominant pack types losing share to alternatives that enjoy consumers' preference

Flexible packaging preferred in hot drinks for its convenience

Glass bottles dominate alcoholic drinks due to their association with premium quality

Customer-centric packaging prevails in beauty and personal care

Home care driving sustainability through refill packs

### PACKAGING LEGISLATION

India implements stringent plastic waste regulations

### RECYCLING AND THE ENVIRONMENT

Leading fmcg companies' initiatives to drive sustainability

Beverage companies reworking packaging to make it more sustainable

Table 1 - Overview of Packaging Recycling and Recovery in India: 2020/2021 and Targets for 2022

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