



# Home Care Packaging in South Africa

May 2023

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## Home Care Packaging in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Bleach still seeing elevated growth rates in 2022, benefiting HDPE bottles  
Laundry care continues growing, as penetration of washing machines continues rising  
Plastic pouches still gaining share in automatic dishwashing tablets

#### PROSPECTS AND OPPORTUNITIES

Sustainability to increasingly influence brands' packaging decisions over the forecast period  
Increased e-commerce sales to boost large pack sizes

## Home Care Packaging in South Africa - Company Profiles

## Packaging Industry in South Africa - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture  
2022 key trends  
Glass jars popular in packaged food as they help preserve product quality  
Consumers prefer smaller pack sizes as they are convenient to use  
Environmental concerns are driving the demand for sustainable packaging  
Numerous brands use folding cartons as they help in branding  
Consumers prefer plastic pouches for home care products as they are lightweight

### PACKAGING LEGISLATION

New regulation regarding plastics is set to impact the packaging industry

### RECYCLING AND THE ENVIRONMENT

Brand owners focusing on eco-friendly packaging to implement a circular economy  
Table 1 - Overview of Packaging Recycling and Recovery in South Africa: 2020/2021 and Targets for 2022

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