

# Home Care Packaging in Vietnam

July 2024

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## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Plastic pouches gaining share in dishwashing tablets and liquid detergents PET bottles still gaining share in hand dishwashing rPET bottles gaining momentum in dishwashing

## PROSPECTS AND OPPORTUNITIES

Economic growth and an e-commerce boom are driving home care packaging in Vietnam Sustainability will be shaping packaging trends

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