



# Home Care Packaging in Thailand

May 2023

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## Home Care Packaging in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Cost-effectiveness of plastic pouches benefits them in liquid detergent packaging

HDPE bottles dominate floor cleaner packaging

Inflation boosts sales of hand dishwashing products and large pack sizes

#### PROSPECTS AND OPPORTUNITIES

Flexible plastic usage will be hit by a continued switch from powder to liquid detergents

Refillable packaging set to gain traction

## Home Care Packaging in Thailand - Company Profiles

## Packaging Industry in Thailand - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Brands primarily focussed on brick liquid cartons for cream and milk

Smaller pack sizes dominate in soft drinks

The 330ml pack remains the most popular size for alcoholic drinks in Thailand

Smart packaging popular for beauty and personal care products in Thailand

HDPE bottles the main pack type in surface care

### PACKAGING LEGISLATION

New legislation for food-contact plastics

### RECYCLING AND THE ENVIRONMENT

Singha at the forefront of sustainable packaging and waste management in Thailand

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