



# Home Care Packaging in India

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

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

Paper-based pack types increasing their share in gel air fresheners

Players offering rural consumers small pack sizes to enable trial use of their products

#### PROSPECTS AND OPPORTUNITIES

Growing demand for sustainably packaged surface care products in India

Metal aerosol cans expected to gain share in home insecticides due to their convenience

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