



Euromonitor
International

Home Care Packaging in India

October 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising packaging volumes driven by cost, convenience and sustainability trends
KMF introduces biodegradable milk packets to replace plastic in Bengaluru
Flexible plastic remains the dominant packaging format in the Indian home care industry

PROSPECTS AND OPPORTUNITIES

Total home care packaging volumes set to rise, driven by plastic pouch growth
Increasing adoption of 2,000ml plastic pouches

DISCLAIMER

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Paper-based and portion-control packs gaining popularity in food packaging
Increasing use of rPET and cartons to combine sustainability with convenience
Rising demand for convenient and eco-friendly packaging fuels shift towards aluminium cans
Eco-friendly packaging and travel-size options gaining popularity among younger consumers
Regulatory requirements and sustainability goals accelerate adoption of refill and biodegradable formats
Single-serve and resealable pouches drive convenience and freshness in pet food packaging

PACKAGING LEGISLATION

Rising compliance costs drive packaging innovation and differentiation
Single-use plastic policy accelerates transition to sustainable packaging solutions
Stricter plastic waste management rules and the shift towards digital traceability

RECYCLING AND THE ENVIRONMENT

Incentive-based collection and digital systems support shift to circular packaging models
Mono-material and recyclable pouches transform dairy and food packaging
Recyclable and reduced-plastic packaging options expand in response to consumer demand
Table 1 - Overview of Packaging Recycling and Recovery in India: 2023/20234 and Targets for 2025

DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer

trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-care-packaging-in-india/report.