



Euromonitor
International

Home Care Packaging in the United Kingdom

October 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Refill packs and convenience helping boost UK home care packaging demand
Liquid carton refill pack could reduce plastic usage in home care by up to 85%
HDPE bottles the leading pack type in UK home care packaging due to durability and safety

PROSPECTS AND OPPORTUNITIES

Hygiene habits and e-commerce sales should fuel long-term growth in UK home care packaging
HDPE bottles to lose share to PET bottles in UK home care packaging

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Changing consumer behaviour and economic pressures drive the shift towards convenience-focused and flexible packaging formats
Rising sustainability expectations and inflationary pressures reshape food packaging formats
Regulatory targets and brand carbon goals accelerate the shift to rPET and low-impact non-alcoholic formats
Premiumisation demands and carbon-reduction goals drive material diversification in alcoholic drinks
Circular beauty expectations and retailer action accelerate refill and bio-based packaging adoption
Demand for value and waste reduction drives adoption of concentrates and refill ecosystems in home care
Consumer demand for sustainability and functionality drives new flexible and smart packaging formats in pet food

PACKAGING LEGISLATION

Rising regulatory costs are accelerating packaging redesign
Deposit incentives are reshaping beverage packaging choices
Government-funded waste systems are driving infrastructure upgrades, recycling targets and local-authority integration

RECYCLING AND THE ENVIRONMENT

Regulatory pressure and consumer demand driving strategic recycling partnerships
Patent-free biopolymers and seaweed coating emerge as compostable packaging solutions
EPR obligations and traceability requirements reinforce adoption of smart packaging technologies
Table 1 - Overview of Packaging Recycling and Recovery in the United Kingdom: 2022/2023 and Targets for 2024

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