



**Euromonitor
International**

Home Care Packaging in Australia

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Household preference for convenience boosts automatic dishwashing and laundry packaging
Innovative packaging launches in Australia focus on reducing plastic usage and enhancing convenience in home care
Changing consumer preferences drive growth of large HDPE bottles over folding cartons in Australian laundry detergents

PROSPECTS AND OPPORTUNITIES

Metal aerosol cans expected to continue gaining share in surface care
Reusable glass bottles expected to continue gaining share in air care packaging

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Sustainability as the driving force in Australian food packaging innovation
Non-alcoholic drinks packaging embraces recyclability and innovation
Aluminium packaging gaining share in alcoholic drinks in Australia
Eco-friendly and refillable packaging leads beauty innovation
Flexible, refillable and compact are the new home care packaging standards
Sustainable and convenient packaging trends in pet food

PACKAGING LEGISLATION

Australia’s push for stronger packaging laws and recycled plastics
Stronger packaging standards introduced in Australia
ACCC drives major soft plastics regulatory reset in Australia

RECYCLING AND THE ENVIRONMENT

Australia expands recycling capacity through the RMF
Australia’s new kerbside recycling standard
From food waste to compost: Australia’s circular recycling push
Table 1 - Overview of Packaging Recycling and Recovery in Australia: 2022/2023 and Targets for 2024

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