



Euromonitor
International

Home Care Packaging in China

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Decline in home care packaging unit volumes due to cautious spending and sustainability trends

Liby launches China's first fully recyclable laundry detergent packaging

Flexible plastic and HDPE bottles the main pack types in Chinese home care

PROSPECTS AND OPPORTUNITIES

Tariffs and ESG goals likely to cut home care packaging unit volumes

Home care growth will be driven by HDPE bottles and 500g packs

DISCLAIMER

Home Care Packaging in China - Company Profiles

Packaging Industry in China - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

China's food packaging saw a unified shift towards sustainability and convenience

Portable packaging is trending in non-alcoholic drinks for on-the-go and environmental reasons

PET bottles gain ground in alcoholic drinks packaging driven by portability and sustainability

Rise of e-commerce and eco-consciousness are reshaping beauty packaging

Blister packs boom due to visibility and protection in home care packaging

Premiumisation and convenience drive evolution in dog and cat food packaging in China

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Anti-excess packaging rules for leaner designs and reduced hidden costs

Advancing safe and sustainable packaging through China's 2024 draft amendments

RECYCLING AND THE ENVIRONMENT

Recyclable packaging as part of Mars China's corporate sustainability drive

Table 1 - Overview of Packaging Recycling and Recovery in China: 2023/2024 and Targets for 2025

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