



Euromonitor
International

Home Care Packaging in Vietnam

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Vietnam's home care packaging grows as demand rises for convenient formats and hygiene
Innovation in Vietnamese home care packaging driven by sustainability and convenience
HDPE bottles making gains, driven by toilet care and dishwashing

PROSPECTS AND OPPORTUNITIES

Increasing home care packaging unit volumes will be driven by growth in smaller pack sizes
Plastic pouches will continue gaining share from flexible plastic in laundry care due to affordability and refillability

DISCLAIMER

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Food packaging in Vietnam in 2024 was shaped by a move toward convenience, portion control, and selective shifts to paper and carton.
Non-alcoholic drinks packaging in Vietnam in 2024 was marked by the rapid growth of PET bottles, gradual adoption of recycled content, and a revival of returnable glass.
Alcoholic drinks packaging in Vietnam in 2024 was influenced by regulatory pressures and premiumization, with glass bottles gaining share in premium segments
Beauty and personal care packaging in Vietnam in 2024 was driven by sustainability, refill solutions, and the popularity of small flexible packs.
Home care packaging in Vietnam in 2024 was characterized by growth in PET and HDPE bottles, the rise of refill pouches, and a focus on smaller, more convenient pack sizes.
Dog and cat food packaging in Vietnam in 2024 was evolving toward bulk convenience, sustainability, and user-friendly formats.

PACKAGING LEGISLATION

Regulatory pressure accelerates sustainable packaging innovation
Impact on manufacturers and cost passthrough to consumers
Reverse vending initiatives open new horizon for cleaner Vietnam

RECYCLING AND THE ENVIRONMENT

Refillable and reusable packaging solutions by brands
Biobased and recyclable material innovation a new normal
Consumer engagement and ecolabelling a new normal in Vietnam
Table 1 - Overview of Packaging Recycling and Recovery in Vietnam: 2022/2023 and Targets for 2024

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