



Euromonitor
International

Home Care Packaging in Thailand

October 2025

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Home Care Packaging in Thailand - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Home care packaging volumes stagnate in Singapore in 2024

Sustainability-led packaging innovation driving Thailand's circular economy packaging solutions

Plastic pouches taking share from flexible plastic by expanding across key categories

PROSPECTS AND OPPORTUNITIES

Home care packaging growth is expected to be driven by economic recovery

HDPE bottles expected to grow, driven by rising demand for durable, chemical-resistant packaging

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Home Care Packaging in Thailand - Company Profiles

Packaging Industry in Thailand - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Thailand's food packaging market embraces green solutions and practical formats

Sustainability drives rPET and paper-based packaging innovation in non-alcoholic drinks

Thailand's alcoholic drinks packaging evolves with sustainability and convenience

Sustainability and flexible formats drive beauty and personal care packaging

Thailand's home care packaging is being driven by affordability and innovation

Lightweight, cost-effective solutions gain traction in pet food packaging

PACKAGING LEGISLATION

Thailand introduces stricter rules on alcohol packaging size and labelling

Thailand drafts law for sustainable packaging and EPR compliance

RECYCLING AND THE ENVIRONMENT

Thailand's binding EPR law to transform packaging recovery and recycling

Thailand's Plastic Waste Management Roadmap

Table 1 - Overview of Packaging Recycling and Recovery in Thailand: 2022/2023 and Targets for 2024

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