



Euromonitor
International

Home Care Packaging in Colombia

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Colombia’s home care packaging volumes rise, driven by steady demand
Other rigid containers gaining traction in concentrated detergent pods, offering protection against humidity
Flexible plastic gaining share in 2024, driven by refill and economy formats

PROSPECTS AND OPPORTUNITIES

Home care packaging volumes are forecast to grow steadily, driven by urbanisation
HDPE bottles are expected to grow, driven by their durability and versatility

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Small and on-the-go formats gain ground across food packaging
PET bottles remain the dominant format in non-alcoholic beverages
Metal beverage cans gain ground on glass bottles in alcoholic drinks
Sustainability and new labelling rules reshape beauty and personal care packaging
Innovation and refills drive home care packaging growth
Flexible paper/plastic the dominant pack type in dynamic cat treats and mixers category

PACKAGING LEGISLATION

Regulatory labelling shapes competitive landscape for plant-based dairy
Colombia’s single-use plastics ban drives shift to sustainable packaging
Colombia sets 2030 targets for sustainable single-use packaging

RECYCLING AND THE ENVIRONMENT

Colombia accelerates PET recycling and rPET adoption
Sustainability trends driving change in pet food packaging
Regulatory pressure drives sustainability shifts in beauty and personal care packaging
Table 1 - Overview of Packaging Recycling and Recovery in Colombia: 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-colombia/report.