



Euromonitor
International

Home Care Packaging in South Africa

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Packaging volumes in South Africa rise in 2024, driven by strong growth in laundry care
Growing innovation in large, durable pack sizes catering to value-driven consumers
HDPE bottles are gaining traction, driven by key categories and durability

PROSPECTS AND OPPORTUNITIES

Packaging volumes will continue to rise, despite the growing demand for larger pack sizes
Plastic pouches are expected to gain share over the forecast period due to affordability and sustainability

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Home Care Packaging in South Africa - Company Profiles

Packaging Industry in South Africa - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
Evolving packaging shift towards value and everyday convenience
Smaller, single-serve packaging trends across multiple food categories in South Africa
PET dominance and HDPE growth shape South Africa’s beverage packaging in 2024
Rising preference for metal beverage cans in alcoholic drinks
Premium sustainability through in-mould labelling in beauty packaging
HDPE bottles and larger pack sizes shape home care packaging
Flexible packaging focuses on convenience through resealable pouches

PACKAGING LEGISLATION

Strengthening Extended Producer Responsibility (EPR) regulations
Mandatory Deposit Return System (DRS) proposed for beverage containers in South Africa

RECYCLING AND THE ENVIRONMENT

Expansion of circular economy and recycling infrastructure
Tackling plastic pollution through collaborative action
Table 1 - Overview of Packaging Recycling and Recovery in South Africa: 2022/2023 and Targets for 2024

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