

Beauty and Personal Care Packaging in Malaysia

Market Direction | 2023-06-28 | 8 pages | Euromonitor

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Report description:

Plastic pollution is becoming an increasingly pressing concern the world over, and Malaysia is no different. In an effort to minimise the amount of plastic waste it generates, Colgate-Palmolive introduced 100% recyclable HDPE tubes for its toothpaste in 2022. Apart from offering robust chemical resistance, HDPE boasts strong recyclability credentials and can be used to create a wide variety of materials post consumption, such as construction materials and even new packaging. Colgate-Palmolive's...

Euromonitor International's Beauty and Personal Care Packaging in Malaysia report offers insight into key trends and developments driving packaging across the category.

Product coverage: Baby and Child-specific Products Packaging, Bath and Shower Packaging, Colour Cosmetics Packaging, Deodorants Packaging, Depilatories Packaging, Fragrances Packaging, Hair Care Packaging, Men's Grooming Packaging, Oral Care Packaging, Skin Care Packaging, Sun Care Packaging.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Beauty and Personal Care Packaging market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Table of Contents:

Beauty and Personal Care Packaging in Malaysia

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List Of Contents And Tables

BEAUTY AND PERSONAL CARE PACKAGING IN MALAYSIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Colgate-Palmolive to share its recyclable toothpaste tube technology with other players

Nivea introduces 100% PCR aerosol cans for its deodorants

Even premium brands are going green

PROSPECTS AND OPPORTUNITIES

Beauty and personal care to see strong growth in Malaysia

Plastic pouches to see dynamic growth over forecast period

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