

**Beauty and Personal Care Packaging in Poland**

Market Direction | 2023-07-04 | 8 pages | Euromonitor

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**Report description:**

While HDPE bottles and folding cartons remained the two biggest pack types in Polish beauty and personal care packaging in unit volume terms in 2022, squeezable plastic tubes was third biggest and was also continuing to record rising unit volumes in Poland in this year. Squeezable plastic tubes are popular for beauty and personal care packaging in Poland due to their cost-effectiveness and practical benefits. Compared to glass or rigid plastic containers, plastic tubes are more economical, as th...

Euromonitor International's Beauty and Personal Care Packaging in Poland 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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Euromonitor International

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#### BEAUTY AND PERSONAL CARE PACKAGING IN POLAND

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Usage of squeezable plastic tubes continues to grow in 2022

Growing popularity of skin care positively impacted key pack types

Garnier?launches a 100% recyclable paper-based tube for its BB cream

##### PROSPECTS AND OPPORTUNITIES

The 50ml pack will remain the most popular size over the forecast period

Beauty Kitchen takes steps to make its packaging more sustainable

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