

Beauty and Personal Care Packaging in South Africa

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

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Report description:

Bath and shower products were recording the strongest unit volume growth rates in beauty and personal care packaging in South Africa in 2022, which can be attributed to the increasing hygiene awareness among consumers as well as their changing lifestyle patterns. Beauty and personal care packaging has been seeing the launch of a wide variety of innovative products, with an emphasis on aesthetic appeal and sensory experience as well as demand for convenient and portable packaging. For example, Oh...

Euromonitor International's Beauty and Personal Care Packaging in South Africa 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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BEAUTY AND PERSONAL CARE PACKAGING IN SOUTH AFRICA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Bath and shower products most dynamic in South African beauty and personal care in 2022

Folding cartons the most popular pack type in beauty and personal care products

The 50ml pack is the most popular size among South African consumers

PROSPECTS AND OPPORTUNITIES

Customisation of packaging increasingly important for consumers in South Africa

Sustainable packaging a key focus among consumers and brands in South Africa

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