

**Beauty and Personal Care Packaging in China**

Market Direction | 2024-08-06 | 9 pages | Euromonitor

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**Report description:**

In 2023, some areas of hair care packaging were seeing strong growth in their packaging unit volumes, including colourants, salon professional hair care and styling agents. This growth was being driven by a rising trend towards home hair care treatments and professional-grade products. While HDPE bottles continued to be the leading pack type in hair care, folding cartons were gaining share, with both pack types popular for their convenience, durability and cost-effectiveness. L'Oreal China uses...

Euromonitor International's Beauty and Personal Care Packaging in China 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 reliable information resources to help drive informed strategic planning.

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## Table of Contents:

Beauty and Personal Care Packaging in China

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### List Of Contents And Tables

#### BEAUTY AND PERSONAL CARE PACKAGING IN CHINA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

HDPE bottles lead hair care packaging, but folding cartons gaining share

Oral care the biggest beauty and personal care packaging category, but skin care more dynamic

Growth in smaller fragrance pack sizes driven by convenience and affordability

##### PROSPECTS AND OPPORTUNITIES

Growth expected for refill pouches as they reduce packaging waste

Growth in colour cosmetics over the forecast period will boost speciality cosmetics containers and folding cartons

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