

Beauty and Personal Care Packaging in India

Market Direction | 2024-08-07 | 10 pages | Euromonitor

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Report description:

Flexible paper packaging is the most widely-used packaging format for beauty and personal care products in unit volume terms in India. This is due to its cost-effectiveness, lightweight and portable nature, sustainability credentials, branding opportunities and regulatory compliance. Being a cost-efficient option, it allows brands to maintain product integrity while keeping prices competitive. Its lightweight and portable design caters to the increasingly on-the-go lifestyle of Indian consumers.

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

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BEAUTY AND PERSONAL CARE PACKAGING IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible paper the most popular packaging format in Indian beauty and personal care

Squeezable plastic tubes gaining share thanks to their cost-effectiveness and durability

Cost-effective plastic pouches make share gains in skin care

PROSPECTS AND OPPORTUNITIES

HDPE bottles expected to lose share in colour cosmetics and adult sun care packaging

Metal aerosol cans to gain share in styling agents over the forecast period

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