

Beauty and Personal Care Packaging in the Philippines

Market Direction | 2024-08-07 | 8 pages | Euromonitor

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Report description:

Although folding cartons still remain the leading pack type in bath and shower, they are consistently losing share to flexible plastic in this category. This is because flexible plastic packaging is gaining popularity in bar soap, which dominates the overall bath and shower category in the Philippines. This pack type is heavily used by brands that sell bar soap products targeted at the mass market and have lower-than-average prices. Flexible plastic is lightweight, durable and cost-effective, ma...

Euromonitor International's Beauty and Personal Care Packaging in Philippines 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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BEAUTY AND PERSONAL CARE PACKAGING IN THE PHILIPPINES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic making gains in bath and shower thanks to its increasing use in bar soap

Squeezable plastic tubes growing in the packaging of conditioners and treatments

Smaller pack sizes hold a major share of toothpaste packaging

PROSPECTS AND OPPORTUNITIES

Larger pack sizes to gain share in oral care

Reusable packaging expected to continue trending over the forecast period

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