

Beauty and Personal Care Packaging in South Africa

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

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Report description:

Already the leading pack type in the category, squeezable plastic tubes continued gaining share in hair care in South Africa in 2023. This packaging format is particularly favoured for its convenience, affordability and practicality, aligning well with the preferences of cost-conscious consumers. Squeezable tubes are ideal for delivering precise amounts of product, reducing wastage, and are user-friendly, making them highly popular among diverse consumer groups, including those with various hair...

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 reliable information resources to help drive informed strategic planning.

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BEAUTY AND PERSONAL CARE PACKAGING IN SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Squeezable plastic tubes continue gaining share in hair care due to their convenience

HDPE bottles the leading pack type in skin care in South Africa thanks to their durability

Metal aerosol cans popular in deodorants packaging for their convenience

PROSPECTS AND OPPORTUNITIES

Folding cartons the most popular pack type and 50ml pack the most popular size in beauty and personal care

Growth expected for flexible aluminium/plastic in skin care

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