

## **Beauty and Personal Care Packaging in Ukraine**

Market Direction | 2024-08-15 | 9 pages | Euromonitor

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### **Report description:**

Although HDPE bottles remain the leading pack type in the category, PET bottles have been gaining share in body wash/shower gel in recent years. PET bottles are seen as offering significant advantages, such as their lightweight nature, which reduces shipping costs and environmental impact compared to heavier alternatives. In addition, PET is highly resistant to breakage, which enhances product safety and reduces losses during transportation and handling.

Euromonitor International's Beauty and Personal Care Packaging in Ukraine 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.

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Euromonitor International

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BEAUTY AND PERSONAL CARE PACKAGING IN UKRAINE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Lightweight convenience drives growth of PET bottles in body wash/shower gel

Convenience drives growth for squeezable plastic tubes in conditioners and treatments

HDPE bottles of 400ml and over see strong growth in standard shampoos in 2023 due to their cost-effectiveness

PROSPECTS AND OPPORTUNITIES

Other rigid containers expected to gain share in basic moisturisers

Sustainability concerns are expected to shape packaging due to stricter laws

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