

India Personal Care Packaging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The India Personal Care Packaging Market size is worth USD 1.00 Billion in 2025, growing at an 8.01% CAGR and is forecast to hit USD 1.48 Billion by 2030.

Key Highlights

- India's economic growth and rising disposable incomes have transformed lifestyle patterns, leading to increased consumption of personal care products. This shift has fueled the expansion of the Indian personal care packaging market. Moreover, advancements in packaging technologies and the introduction of innovative designs such as sprays, pumps, sticks, and roller types have further accelerated this market's growth.
- As reported by the Indian Brand Equity Foundation (IBEF), packaging ranks as the fifth largest sector in India's economy, underscoring its crucial role in spurring industrial growth and innovation. Additionally, the Indian government's forward-thinking policies, notably the allowance of 100% FDI through the automatic route, have catalyzed foreign investments in the packaging sector, enriching India's packaging landscape.
- Amcor Group, a leading manufacturer in India, offers a diverse range of packaging solutions, including bottles, jars, cartons, and pouches, tailored for personal care applications. Their products are designed to be shatter-resistant, recyclable, and user-friendly. Furthermore, through innovative structural and graphic designs, these products not only stand out but also engage consumers. They effectively safeguard contents from contamination, spoilage, and damage, thereby boosting product demand.
- Despite its growth, India's personal packaging market grapples with challenges. High packaging costs, concerns over recyclability and sustainability, and the hefty investments needed for new packaging designs aligned with evolving market trends and consumer demands pose hurdles. Consequently, some vendors might stick to existing packaging designs, sidestepping the elevated costs tied to design alterations and production shifts.

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India Personal Care Packaging Market Trends

The Plastic Segment is Expected to Hold the Largest Market Share

- Due to its versatility, cost-effectiveness, lightweight nature, flexibility, and durability, plastic is a dominant choice for packaging in the market. Its shatterproof nature and resilience make plastic a preferred alternative to glass, significantly boosting product demand in India.
- Plastic's malleability allows it to be shaped into diverse forms. This adaptability sees plastic packaging being employed in a myriad of personal care items, from cosmetics to toiletries. Bottles, jars, and cartons crafted from plastic cater to an extensive array of products, including makeup, shampoos, conditioners, lotions, and moisturizers.
- High-density polyethylene (HDPE) bottles are the most prevalent and economical choice for personal care packaging. With its robust chemical resistance and effective moisture barrier, HDPE is ideal for a range of personal care formulations. Packaging for lotions varies, featuring plastic bottles with either capped tops or pump dispensers and plastic tubes, which are designed for smaller quantities.
- India's burgeoning plastic industry is fueled by the rising exports of plastic materials, which are transformed into packaging products, consumer goods, films, sheets, and medical items. According to data from the Plastics Export Promotion Council of India (PLEXCONCIL), the value of Indian plastic exports surged from USD 916 million in January 2024 to USD 1,113 million in March 2024.

The Skincare Segment Expected to Hold a Significant Market Share

- India is the world's fourth-largest beauty market. A heightened emphasis on personal hygiene and self-care drives the country's demand for beauty and personal care products. The surging popularity of natural and organic skincare products is set to dominate India's cosmetics landscape, further boosting product demand.
- Data from the Indian Brand Equity Foundation (IBEF) highlighted a decade-long consistent growth in India's personal care and cosmetics market. This growth can be attributed to the expanding shelf space in boutiques and retail outlets nationwide. The surge in demand for international beauty products is largely attributed to the rise of e-commerce, especially its seamless integration with brick-and-mortar stores. Moreover, social media significantly shapes consumer preferences, steering them toward international brands and premium categories, thereby bolstering skincare product sales in India.
- Packaging manufacturers in India, such as ALPLA Werke Alwin Lehner GmbH & Co KG, emphasize innovative packaging solutions for cosmetic and personal care items. For instance, in August 2024, Alpla, an Austrian firm with Indian operations, collaborated with Zerooo to unveil reusable PET bottles tailored for personal care and cosmetic products, thus accelerating product demand.
- India is a prominent exporter of beauty and makeup products, witnessing steady growth in its export figures. Data from the International Trade Center (ITC) revealed a leap in India's beauty and makeup product exports, from a valuation of USD 164.40 million in 2021 to an impressive USD 737.95 million in 2023.

India Personal Care Packaging Industry Overview

The market is fragmented, featuring key players such as Amcor Group, AptarGroup, Inc., Silgan Holdings Inc., Sonoco Products Company, Manjushree Technopack Ltd, and Huhtamaki Oyj. To bolster their market share, these vendors are broadening their product lines, engaging in mergers and acquisitions, and actively seeking collaborations and expansions. Central to these initiatives is a commitment to sustainability, aligning with the surging consumer demand in India.

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Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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