



Beauty and Personal Care Packaging in Ukraine

August 2024

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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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