



# Beauty and Personal Care Packaging in Italy

August 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

HDPE bottles the leading pack type due to their versatility and sustainability

Speciality cosmetic containers growing due to the consumer preference for aesthetic designs

The 250ml pack is the leading size in men's grooming due to its portability and adequate quantity

### PROSPECTS AND OPPORTUNITIES

PET bottles to lose share to more sustainable and eco-friendly packaging solutions

Sustainability will continue gaining in importance over the forecast period

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