



# Beauty and Personal Care Packaging in Thailand

August 2024

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Thai shoppers switching to plastic pouches in body wash/shower gel due to their cost-effectiveness

Glass bottles for deodorant roll-ons gaining popularity due to their aesthetic appeal

Flexible plastic expected to overtake HDPE bottles in hair care packaging

#### PROSPECTS AND OPPORTUNITIES

Smart packaging and sustainability among the trends impacting beauty and personal care

The 50ml pack remains a popular size in Thai beauty and personal care

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/beauty-and-personal-care-packaging-in-thailand/report](http://www.euromonitor.com/beauty-and-personal-care-packaging-in-thailand/report).