



Beauty and Personal Care Packaging in the Philippines

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic making gains in bath and shower thanks to its increasing use in bar soap

Squeezable plastic tubes growing in the packaging of conditioners and treatments

Smaller pack sizes hold a major share of toothpaste packaging

PROSPECTS AND OPPORTUNITIES

Larger pack sizes to gain share in oral care

Reusable packaging expected to continue trending over the forecast period

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