



# Beauty and Personal Care Packaging in Australia

August 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Easy-to-carry squeezable plastic tubes popular in skin care packaging in Australia

Recyclable folding cartons popular for packaging bar soap, facial care and lipstick

Glass bottles, valued for their aesthetic appeal, gaining share in facial care and fragrances

### PROSPECTS AND OPPORTUNITIES

Durable PET jars expected to gain share in skin care packaging

HDPE bottles will continue to lead packaging in hair care and toners in Australia

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