



Beauty and Personal Care Packaging in Poland

August 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Leading bar soap pack type flexible paper fits the bill in terms of eco-friendliness

HDPE bottles the major pack type in conditioners and treatments due to their versatility and recyclability

Garnier launches a 100% recyclable paper-based tube for its BB cream

PROSPECTS AND OPPORTUNITIES

Squeezable plastic tubes expected to gain share due to their cost-effectiveness and practicality

The 50ml pack will remain the most popular size over the forecast period

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