



Beauty and Personal Care Packaging in the Netherlands

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

HDPE bottles are the main pack type in beauty and personal care products in 2023

Metal aerosol cans gain further share in deodorant sprays due to brands moving towards sustainability

Toothpaste sees the launch of sustainably packaged products

PROSPECTS AND OPPORTUNITIES

Collapsible metal tubes to gain share in toothpaste as brands move towards sustainability

Glass bottles will continue to dominate fragrances packaging, helped by new brand launches

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