



Euromonitor  
International

# Beauty and Personal Care Packaging in China

August 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

HDPE bottles lead hair care packaging, but folding cartons gaining share

Oral care the biggest beauty and personal care packaging category, but skin care more dynamic

Growth in smaller fragrance pack sizes driven by convenience and affordability

### PROSPECTS AND OPPORTUNITIES

Growth expected for refill pouches as they reduce packaging waste

Growth in colour cosmetics over the forecast period will boost speciality cosmetics containers and folding cartons

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