



# Beauty and Personal Care Packaging in Hong Kong, China

August 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Folding cartons gaining share in beauty and personal care packaging

Glass bottles gaining share in skin care packaging in 2023

The 30ml and 50ml pack sizes lead in fragrances thanks to their convenience and affordability

### PROSPECTS AND OPPORTUNITIES

The 150g and 160g pack sizes are forecast to see further growth in toothpaste

Brands promoting sustainability through recycling campaigns across stores in Hong Kong

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