



Euromonitor  
International

# Beauty and Personal Care Packaging in Germany

August 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

HDPE bottles continue to dominate hair care packaging owing to their convenience and durability

Metal aerosol cans continue to gain share in deodorants despite sustainability concerns

Smaller pack sizes remain most popular for skin care packaging mainly due to ease of carrying

### PROSPECTS AND OPPORTUNITIES

Glass bottles to grow as a pack type for deodorants due to increasing demand for sustainable packaging

Small pack sizes to see growth in fragrances as on-the-go usage increases

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