



Beauty and Personal Care Packaging in Spain

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

HDPE bottles the main pack type in bath and shower due to their durability and sustainability

Metal aerosol cans gaining share in sun care packaging for their functionality

The 100ml pack is the favourite size for fragrance packaging due to its versatility

PROSPECTS AND OPPORTUNITIES

Cosmetic containers and squeezable plastic tubes to gain share in colour cosmetics

Glass jars expected to increase their share in skin care packaging

Beauty and Personal Care Packaging in Spain - Company Profiles

Packaging Industry in Spain - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Thin wall plastic containers lead cheese packaging, while glass jars make gains in yoghurt

PET bottles lead bottled water packaging with a focus on convenience and sustainability

Glass bottles gaining share from metal cans in beer packaging

HDPE bottles dominate bath and shower due to their durability and sustainability

Growing adoption of PET bottles in dishwashing driven by recyclability

PACKAGING LEGISLATION

European packaging regulation shifts market dynamics, impacting folding carton usage in Spain

Spain's new plastic tax law promotes a circular economy

RECYCLING AND THE ENVIRONMENT

Mercadona advances sustainability with recycled plastic packaging for Hacendado chilled pizzas

Don Simon launches first aluminium-free aseptic carton in its sustainable packaging drive

Ferrero reduces plastic use with thinner wrapping for Kinder Bueno range

Table 1 - Overview of Packaging Recycling and Recovery in Spain: 2021/2022 and Targets for 2023

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