



Euromonitor  
International

# Beauty and Personal Care Packaging in Thailand

August 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Thai shoppers switching to plastic pouches in body wash/shower gel due to their cost-effectiveness

Glass bottles for deodorant roll-ons gaining popularity due to their aesthetic appeal

Flexible plastic expected to overtake HDPE bottles in hair care packaging

#### PROSPECTS AND OPPORTUNITIES

Smart packaging and sustainability among the trends impacting beauty and personal care

The 50ml pack remains a popular size in Thai beauty and personal care

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/beauty-and-personal-care-packaging-in-thailand/report](http://www.euromonitor.com/beauty-and-personal-care-packaging-in-thailand/report).