



Euromonitor  
International

# Beauty and Personal Care Packaging in Thailand

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## Beauty and Personal Care Packaging in Thailand - Category analysis

### 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

## Beauty and Personal Care Packaging in Thailand - Company Profiles

## Packaging Industry in Thailand - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Flexible plastic remains the key packaging solution for sugar confectionery

PET bottles the main pack type in soft drinks in Thailand

Increasing preference for glass bottles in beer packaging in Thailand

Flexible plastic to overtake HDPE bottles as the main hair care pack type in Thailand

Plastic pouches dominate dishwashing packaging in Thailand

### PACKAGING LEGISLATION

Thailand introduces new standards for food contact plastics

### RECYCLING AND THE ENVIRONMENT

Advancing sustainability through rPET bottles in soft drinks packaging

Sustainability initiatives in home care packaging

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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](https://www.euromonitor.com/beauty-and-personal-care-packaging-in-thailand/report).