



Beauty and Personal Care Packaging in the United Kingdom

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Folding cartons gaining share but HDPE bottles still the main pack type in beauty and personal care

Squeezable plastic tubes cement their leadership in sun care thanks to their convenience and sustainability

Refillable packaging and packaging-free products gaining ground in the UK

PROSPECTS AND OPPORTUNITIES

Increasing use of PCR plastic expected in beauty and personal care packaging

New EU regulations to drive the shift towards recyclable packaging

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