



Euromonitor
International

Beauty and Personal Care Packaging in Canada

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Folding cartons the most popular pack type in Canada
PET bottles gaining share in body wash/shower gel due to their economic viability
Popularity of glass bottles for fragrances packaging boosted by their sustainability

PROSPECTS AND OPPORTUNITIES

New product launch could boost usage of folding cartons in facial cleansers
Brands move towards minimalistic packaging as it reduces waste and improves sustainability

Beauty and Personal Care Packaging in Canada - Company Profiles

Packaging Industry in Canada - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture
2023 key trends
Aluminium/plastic pouches gaining share in shelf stable seafood due to their convenience
Large pack sizes popular in plant-based milk
Glass bottles the main pack type in non-alcoholic wine due to consumer preferences
Small pack sizes gaining share in beauty and personal care products due to their convenience
rPET gains share in soft drinks due to strong infrastructure and cost effectiveness

PACKAGING LEGISLATION

New rules drafted to improve recycling of plastic packaging
Nutritional labels to be introduced to ensure quality and increase awareness

RECYCLING AND THE ENVIRONMENT

Sustainability gains momentum in alcoholic drinks due to new product launches
Folding cartons to gain share as a move towards sustainability
Convenient packing to gain popularity due to rise in on-the-go consumption
Table 1 - Overview of Packaging Recycling and Recovery in Canada: 2021/2022 and Targets for 2023

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