



Euromonitor
International

Beauty and Personal Care Packaging in Australia

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Easy-to-carry squeezable plastic tubes popular in skin care packaging in Australia

Recyclable folding cartons popular for packaging bar soap, facial care and lipstick

Glass bottles, valued for their aesthetic appeal, gaining share in facial care and fragrances

PROSPECTS AND OPPORTUNITIES

Durable PET jars expected to gain share in skin care packaging

HDPE bottles will continue to lead packaging in hair care and toners in Australia

Beauty and Personal Care Packaging in Australia - Company Profiles

Packaging Industry in Australia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Glass bottles rise in popularity as a pack type for beauty and personal care packaging owing to aesthetic appeal and reusability

Metal aerosol cans continue to be a popular pack type for home care packaging despite sustainability concerns

Larger pack formats remain most popular in fresh milk

Wet cat food packaging dominated by aluminium/plastic pouches and metal food cans

Metal beverage cans gain share in imported lager and remain popular in domestic lager

PACKAGING LEGISLATION

A mandatory update to packaging design regulations is scheduled for implementation

RECYCLING AND THE ENVIRONMENT

Coca-Cola rolls out new packaging to lessen reliance on fossil fuels.

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- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-packaging-in-australia/report.