



Beauty and Personal Care Packaging in South Korea

August 2024

KEY DATA FINDINGS

2023 DEVELOPMENTS

Glass bottles continue to dominate fragrances packaging owing to their aesthetic appeal
HDPE bottles remain the most popular pack type for hair care packaging due to their durability and convenience
Colour cosmetics sales move back above their pre-pandemic levels in 2023

PROSPECTS AND OPPORTUNITIES

Glass jars to gain share in basic moisturisers due to the premiumisation trend
Sustainability concerns will continue to impact beauty and personal care packaging

Beauty and Personal Care Packaging in South Korea - Company Profiles

Packaging Industry in South Korea - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture
2023 key trends
Flexible plastic is the preferred pack type in meals and soups packaging due to its cost-effectiveness and convenience
Rigid plastic maintains its dominance in overall soft drinks packaging
PET bottles grow as a pack type for beer in larger pack sizes, owing to practicality considerations
Small pack sizes continue to dominate beauty and personal care due to consumer preferences
HDPE bottles remain the most popular pack type for laundry care products in South Korea for their versatility and protective properties

PACKAGING LEGISLATION

Registration for recycled packaging claims made mandatory for food and beverage manufacturers

RECYCLING AND THE ENVIRONMENT

Seoul Dairy Cooperative shifts to pressure-sensitive labels to increase the recyclability of its PET bottles

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **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-south-korea/report.