



Euromonitor
International

Beauty and Personal Care Packaging in India

August 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible paper the most popular packaging format in Indian beauty and personal care
Squeezable plastic tubes gaining share thanks to their cost-effectiveness and durability
Cost-effective plastic pouches make share gains in skin care

PROSPECTS AND OPPORTUNITIES

HDPE bottles expected to lose share in colour cosmetics and adult sun care packaging
Metal aerosol cans to gain share in styling agents over the forecast period

Beauty and Personal Care Packaging in India - Company Profiles

Packaging Industry in India - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

The 9g plastic pouch remains popular in ketchup

Metal beverage cans recording strong growth in soft drinks packaging

Increasing usage of PET bottles in the packaging of spirits

Squeezable plastic tubes popular for packaging beauty and personal care products

Plastic pouches gaining share in hand dishwashing packaging

PACKAGING LEGISLATION

Introduction of new packaging laws and regulations in India

FSSAI food packaging and plastic regulations

RECYCLING AND THE ENVIRONMENT

Brick liquid cartons emerge as a sustainable choice for the packaging of rum

Eco-friendly paper-based packaging being used for gel air fresheners

Flexible pouches for milk as the dairy industry embraces 100% recyclable packaging

Table 1 - Overview of Packaging Recycling and Recovery in India: 2021/2022 and Targets for 2023

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.

