



# Beauty and Personal Care Packaging in Mexico

August 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

HDPE bottles cementing their lead in body wash/shower gel due to their durability and economic viability

Folding cartons the main pack type for tooth whiteners

Increasing use of rPET in baby and child-specific products

#### PROSPECTS AND OPPORTUNITIES

Metal aerosol cans to benefit from strong growth in deodorant sprays, helped by rising numbers of fitness enthusiasts

Speciality cosmetic containers becoming more popular for their convenience

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