



Euromonitor  
International

# Beauty and Personal Care Packaging in China

August 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

HDPE bottles lead hair care packaging, but folding cartons gaining share  
Oral care the biggest beauty and personal care packaging category, but skin care more dynamic  
Growth in smaller fragrance pack sizes driven by convenience and affordability

### PROSPECTS AND OPPORTUNITIES

Growth expected for refill pouches as they reduce packaging waste  
Growth in colour cosmetics over the forecast period will boost speciality cosmetics containers and folding cartons

## Beauty and Personal Care Packaging in China - Company Profiles

## Packaging Industry in China - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture  
2023 key trends  
Shaped liquid cartons popular in dairy food packaging due to their convenience  
PET bottles dominate soft drinks packaging  
Kegs gain popularity for lager in foodservice channel due to their efficiency  
Oral care the largest beauty and personal care packaging category, but skin care sees stronger growth  
Folding cartons the leading pack type in home insecticides

### PACKAGING LEGISLATION

New standard on excessive packaging for fresh produce

### RECYCLING AND THE ENVIRONMENT

Ambrosial Yoghurt introduces sustainable packaging initiatives to reduce emissions  
Unilever and Alibaba Group launch "Waste-Free World" initiative to enhance plastic bottle recycling  
PepsiCo and Coca-Cola unveil innovative sustainability initiatives in packaging  
Table 1 - Overview of Packaging Recycling and Recovery in China: 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.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/beauty-and-personal-care-packaging-in-china/report](https://www.euromonitor.com/beauty-and-personal-care-packaging-in-china/report).