



Beauty and Personal Care Packaging in Sweden

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Skin care remains the biggest beauty and personal care packaging category

Glass bottles dominate fragrances packaging due to their luxury appeal and sustainability

LVMH to use more sustainable packaging in its beauty and personal care products

PROSPECTS AND OPPORTUNITIES

Flexible plastic to lose share in hair care packaging due to environmental concerns

Unilever's toothpaste to come in fully recyclable tubes made from a single type of thin plastic by 2025

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