



Beauty and Personal Care Packaging in Vietnam

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Shift to larger fragrance bottles for better value and convenience

Glass bottles dominate deodorant packaging thanks to their premium appeal and sustainability

Squeezable plastic tubes to become the leading pack type in baby and child-specific packaging

PROSPECTS AND OPPORTUNITIES

Rising demand for organic and herbal products to shape beauty packaging trends

Medium-sized packs will continue to dominate in skin care packaging

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