



Euromonitor  
International

# Beauty and Personal Care Packaging in Vietnam

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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

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

## Packaging Industry in Vietnam - Industry Overview

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Packaging in 2023: The big picture

2023 key trends

Thin wall plastic containers are preferred for butter and spreads owing to their lightweight nature

Brick liquid cartons benefit from the popularity of 100% juice

Metal beverage cans dominate beer packaging in Vietnam due to their eco-friendly nature

Shift to larger fragrance bottles for better value and convenience

Increasing popularity of blister and strip packs in car air fresheners

### PACKAGING LEGISLATION

Vietnam's 2022 extended producer responsibility shows a new approach to waste management

### RECYCLING AND THE ENVIRONMENT

Carbon-neutral aluminium capsules are a step towards sustainability

Opportunities for eco-friendly packaging solutions in alcohol drinks

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