

Beauty and Personal Care Packaging in Ukraine

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Other rigid containers the most dynamic pack type, boosted by their durability and sustainability Biodegradable jars driving sustainable innovation in skin care packaging Folding cartons grow thanks to their eco-friendly appeal and design flexibility

PROSPECTS AND OPPORTUNITIES

Forecast growth will be driven by urban demand, sustainability, e-commerce and design Smaller packs are expected to lead due to price and accessibility

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