

Beauty and Personal Care Packaging in Thailand

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Wellness and refill trends reshaping packaging landscape

Circular packaging driven by minimalist, recyclable and refillable innovations

Regulatory pressure and sustainability driving the trend towards smart, circular packaging

PROSPECTS AND OPPORTUNITIES

Eco-designs and format diversity will drive packaging growth

Flexible, sustainable formats to reshape packaging against the backdrop of regulatory pressure

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 country-specific local insight and comprehensive data, unavailable elsewhere.

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