



# Beauty and Personal Care Packaging in Australia

October 2025

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## Beauty and Personal Care Packaging in Australia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Packaging volumes increase in 2024 as consumers prioritise skin health, hair care and oral care

Refillable packaging systems are shaping circular design in Australia's beauty and personal care industry

Speciality cosmetic containers still the main pack type in colour cosmetics packaging

#### PROSPECTS AND OPPORTUNITIES

Fragrances and skin care will help drive packaging growth in Australian beauty and personal care

Squeezable plastic tubes in smaller sizes expected to gain share in skin care packaging

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

## Packaging Industry in Australia - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Sustainability as the driving force in Australian food packaging innovation

Non-alcoholic drinks packaging embraces recyclability and innovation

Aluminium packaging gaining share in alcoholic drinks in Australia

Eco-friendly and refillable packaging leads beauty innovation

Flexible, refillable and compact are the new home care packaging standards

Sustainable and convenient packaging trends in pet food

### PACKAGING LEGISLATION

Australia's push for stronger packaging laws and recycled plastics

Stronger packaging standards introduced in Australia

ACCC drives major soft plastics regulatory reset in Australia

### RECYCLING AND THE ENVIRONMENT

Australia expands recycling capacity through the RMF

Australia's new kerbside recycling standard

From food waste to compost: Australia's circular recycling push

Table 1 - Overview of Packaging Recycling and Recovery in Australia: 2022/2023 and Targets for 2024

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