

Beauty and Personal Care Packaging in Australia

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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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-packaging-in-australia/report.