



# Beauty and Personal Care Packaging in South Korea

October 2025

## Beauty and Personal Care Packaging in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Packaging growth driven by strong skin care culture, premiumisation and exports  
Amorepacific leads in terms of eco-friendly packaging innovations in South Korea  
Evolving regulations and material shifts redefining beauty and personal care packaging in South Korea

#### PROSPECTS AND OPPORTUNITIES

Premiumisation, refill packs and e-commerce will drive beauty and personal care packaging growth  
Refill pouches seeing an increased presence in South Korean hair care

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## Beauty and Personal Care Packaging in South Korea - Company Profiles

## Packaging Industry in South Korea - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2024: The big picture  
2024 key trends  
Smaller packs and sustainable materials drive food packaging innovation in South Korea  
Recycled materials and label-free bottles lead South Korea's sustainable beverage packaging shift in 2024  
Premiumisation and sustainability redefine South Korea's alcoholic drinks packaging  
Eco-friendly and refillable packaging takes centre stage in South Korea's beauty industry in 2024  
Refillable and user-friendly packaging drives sustainable innovation in South Korea's home care industry in 2024  
Convenience and sustainability shape South Korea's pet food packaging

### PACKAGING LEGISLATION

Recyclability and recycled content mandates  
Deposit return and waste reduction initiatives  
Impact on industry and consumers

### RECYCLING AND THE ENVIRONMENT

Mandatory recycled content targets  
Design for recyclability and label-free packaging  
Transparent PET bottle sorting and consumer responsibility  
Table 1 - Overview of Packaging Recycling and Recovery in South Korea: 2022/2023 and Targets for 2024

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