

Beauty and Personal Care Packaging in France

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Declining packaging volumes and the rise of plastic pouches in French beauty and personal care Kérastase's refillable shampoo system sets a new standard for sustainable luxury packaging in France Regulatory shifts and consumer preferences drive material and pack size changes in France

PROSPECTS AND OPPORTUNITIES

Gradual recovery expected post-2025, driven by economic and regulatory shifts

Supply chain resilience and regulatory demands will be reshaping the beauty and personal care packaging landscape

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

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