



Beauty and Personal Care Packaging in South Africa

October 2025

Beauty and Personal Care Packaging in South Africa - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising incomes and sustainability drive beauty and personal care packaging growth

Teqal's In-Mould Labelling technology innovation in cosmetic packaging

Speciality cosmetics containers popular for colour cosmetics in South Africa

PROSPECTS AND OPPORTUNITIES

Sustainability and e-commerce will be driving beauty and personal care packaging growth

Metal aerosol cans drive growth in men's deodorants packaging

DISCLAIMER

Beauty and Personal Care Packaging in South Africa - Company Profiles

Packaging Industry in South Africa - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

Evolving packaging shift towards value and everyday convenience

Smaller, single-serve packaging trends across multiple food categories in South Africa

PET dominance and HDPE growth shape South Africa's beverage packaging in 2024

Rising preference for metal beverage cans in alcoholic drinks

Premium sustainability through in-mould labelling in beauty packaging

HDPE bottles and larger pack sizes shape home care packaging

Flexible packaging focuses on convenience through resealable pouches

PACKAGING LEGISLATION

Strengthening Extended Producer Responsibility (EPR) regulations

Mandatory Deposit Return System (DRS) proposed for beverage containers in South Africa

RECYCLING AND THE ENVIRONMENT

Expansion of circular economy and recycling infrastructure

Tackling plastic pollution through collaborative action

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

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