



# Beauty and Personal Care Packaging in Argentina

October 2025

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### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Packaging volumes decline in Argentina as inflation drives budget-conscious consumption  
Sustainability and storytelling drive packaging innovation in Argentinian beauty and personal care  
Polarisation of pack types and sizes reflects shifting consumer behaviour due to economic pressure

#### PROSPECTS AND OPPORTUNITIES

Hyperinflationary pressures trigger contraction in 2024, with recovery expected from 2025  
Premiumisation, gifting occasions and e-commerce will boost mid- to long-term growth

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

## Packaging Industry in Argentina - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Shaped liquid cartons gain share in dairy due to their perceived sustainability and alignment with consumer values

Rigid plastic continues to dominate soft drinks packaging but metal beverage cans double their share

Glass bottles continue to dominate alcoholic drinks packaging but metal beverage cans are gaining ground

Inflation drives shift towards lightweight and polarised pack sizes

HDPE bottles remain popular but are losing ground as refill pack types gain traction in home care

Flexible packaging dominates pet food as metal cans continue lose share

### PACKAGING LEGISLATION

New regulations redefine “excessive” nutrients and advertising limits

New regulations standardise labelling for plant-based food

Warning labels influence purchasing decisions under Argentina’s FOPL law

### RECYCLING AND THE ENVIRONMENT

Soft drinks packaging embraces sustainability with increased use of rPET in 2024

Sustainability pressures driving decline in flexible aluminium/plastic

Beauty and personal care packaging shifts towards sustainability

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

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