

# Beauty and Personal Care Packaging in Argentina

August 2024

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## Beauty and Personal Care Packaging in Argentina - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Folding cartons and HDPE bottles remain popular due to consumer demand for recyclability

Speciality cosmetic containers lose share to value-for-money products

The 150ml pack size sees growth in 2023 due to consumer preference for convenience and sustainability

## PROSPECTS AND OPPORTUNITIES

Plastic pouches to gain share in hair care and baby and child-specific products

Squeezable plastic tubes to gain share from HDPE bottles in sun and skin care packaging

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

## Packaging Industry in Argentina - Industry Overview

## **EXECUTIVE SUMMARY**

Packaging in 2023: The big picture

2023 key trends

Convenience makes flexible plastic the preferred packaging for fresh milk

PET bottles remain dominant for the packaging of soft drinks in Argentina

Metal beverage cans gaining share from glass in beer packaging

Inflation making speciality cosmetic containers less desirable for packaging lipsticks

HDPE bottles remain popular for the packaging of home care products

#### PACKAGING LEGISLATION

Front-of-pack labelling requirements for food and beverages in Argentina

## RECYCLING AND THE ENVIRONMENT

Coca-Cola's commitment to sustainable packaging with Sprite's new recycled bottle Growing demand for eco-friendly packaging driven by Argentinian consumer habits Versatile HDPE bottles and folding cartons in beauty and personal care packaging

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