



Beauty and Personal Care Packaging in China

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sustainability and e-commerce driving packaging growth in China
- Innovations driving sustainable beauty packaging in China
- Rising demand for folding cartons in China’s beauty packaging

PROSPECTS AND OPPORTUNITIES

- Packaging innovation accelerates with online beauty boom in China
- Rising demand for 50g HDPE deodorant bottles in China

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EXECUTIVE SUMMARY

- Packaging in 2024: The big picture
- 2024 key trends
- China’s food packaging saw a unified shift towards sustainability and convenience
- Portable packaging is trending in non-alcoholic drinks for on-the-go and environmental reasons
- PET bottles gain ground in alcoholic drinks packaging driven by portability and sustainability
- Rise of e-commerce and eco-consciousness are reshaping beauty packaging
- Blister packs boom due to visibility and protection in home care packaging
- Premiumisation and convenience drive evolution in dog and cat food packaging in China

PACKAGING LEGISLATION

- Anti-excess packaging rules for leaner designs and reduced hidden costs
- Advancing safe and sustainable packaging through China’s 2024 draft amendments

RECYCLING AND THE ENVIRONMENT

- Recyclable packaging as part of Mars China’s corporate sustainability drive
- Table 1 - Overview of Packaging Recycling and Recovery in China: 2023/2024 and Targets for 2025

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