



Beauty and Personal Care Packaging in Hong Kong, China

October 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Post-pandemic retail recovery drives increasing packaging unit volumes
Innovation in hybrid kraft plastic tubes responds to sustainability pressure
Regulatory considerations influence the adoption of sustainable packaging

PROSPECTS AND OPPORTUNITIES

Rising packaging volumes driven by post-pandemic recovery and growing consumer demand
Move towards mid-sized and eco-friendly packaging driven by regulations and consumer demand

DISCLAIMER

Beauty and Personal Care Packaging in Hong Kong, China - Company Profiles

Packaging Industry in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Hong Kong's food packaging shifts towards sustainability and size optimisation

Hong Kong's non-alcoholic drinks packaging driven by rPET adoption

Hong Kong's alcoholic drinks packaging pivots to cans for sustainability and convenience

Beauty and personal care packaging shifts towards hybrid and eco-conscious materials

Home care packaging trends focus on refillable, eco-friendly and concentrated formats

Sustainability and convenience converge in Hong Kong's pet food packaging trends

PACKAGING LEGISLATION

Impact of plastic ban on packaging design and material innovation

Impact of PRS development on beverage packaging design and circularity

RECYCLING AND THE ENVIRONMENT

Sustainable packaging momentum in beverages

Retailers and brands driving in-store recycling campaigns

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