

# Beauty and Personal Care Packaging in Hong Kong, China

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## Abstracts

The packaging volumes of HDPE bottles used for standard shampoos increased over 2020-2021. In addition to basic hygiene, scalp health gained importance amongst consumers, which increased the demand for hair care products such as standard shampoos. This ultimately benefited the packaging volumes of HDPE bottles, which also accounted for the largest volumes in 2020-2021. As hair care becomes more and more fragmented, brands are attempting to create differentiation through various measures, one of...

Euromonitor International's Beauty and Personal Care Packaging in Hong Kong, China report offers insight into key trends and developments driving packaging across the category.

**Product coverage:** Baby and Child-specific Products Packaging, Bath and Shower Packaging, Colour Cosmetics Packaging, Deodorants Packaging, Depilatories Packaging, Fragrances Packaging, Hair Care Packaging, Men's Grooming Packaging, Oral Care Packaging, Skin Care Packaging, Sun Care Packaging.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Beauty and Personal Care Packaging market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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Packaging volumes of deodorants and men's razors and blades rise due to greater interest in hygiene

Bath and shower cannot maintain its momentum, and packaging volumes fall

PROSPECTS AND OPPORTUNITIES

Importance of oral hygiene set to drive packaging volumes of mouthwashes/dental rinses

Sustainable packaging likely to become increasingly important

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