

# Beauty and Personal Care Packaging in Germany

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## Abstracts

Hair care is the largest beauty and personal care category in Germany in terms of retail unit volume sales, and continued to grow in 2022. The growth of hair care benefitted retail packaging unit volume sales of the leading pack type in the category, HDPE bottles, but also other plastic bottles and metal aerosol cans, with the latter widely used in the packaging of styling agents. HDPE bottles benefit from their strong chemical resistance, which is particularly important in the packaging of hair...

Euromonitor International's Beauty and Personal Care Packaging in Germany 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
February 2024

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