

# Beauty and Personal Care Packaging in Hong Kong, China

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## Abstracts

In 2022, HDPE bottles and folding cartons continued to be the largest pack types in unit volume terms in beauty and personal packaging in Hong Kong. Hong Kong has a strong consumer culture that values aesthetic appeal and luxury, and folding cartons offer an opportunity for beauty and personal care brands to showcase their products in visually appealing packaging. In addition, folding cartons are compact and can be easily stacked or displayed on shelves, maximising space utilisation in the small...

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.

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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### **2022 DEVELOPMENTS**

The folding carton remains a key pack type in beauty and personal care packaging  
Glass packaging continues gaining share in skin care in 2022  
Companies are committing to sustainability

### **PROSPECTS AND OPPORTUNITIES**

The 30ml pack size is expected to gain popularity in Hong Kong over the forecast period  
Incentives to recycle beauty product packaging

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