



Beauty and Personal Care Packaging in Thailand

June 2023

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Beauty and Personal Care Packaging in Thailand - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Squeezable plastic tubes recording strong growth in 2022

Glass bottles a popular choice in deodorant roll-ons

Refillable packs now being offered in fragrances

PROSPECTS AND OPPORTUNITIES

The 50ml pack remains a popular size in Thai beauty and personal care

Smart packaging is expected to become popular in Thailand

Beauty and Personal Care Packaging in Thailand - Company Profiles

Packaging Industry in Thailand - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Brands primarily focussed on brick liquid cartons for cream and milk

Smaller pack sizes dominate in soft drinks

The 330ml pack remains the most popular size for alcoholic drinks in Thailand

Smart packaging popular for beauty and personal care products in Thailand

HDPE bottles the main pack type in surface care

PACKAGING LEGISLATION

New legislation for food-contact plastics

RECYCLING AND THE ENVIRONMENT

Singha at the forefront of sustainable packaging and waste management in Thailand

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