



# Beauty and Personal Care Packaging in France

June 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Deodorant packaging benefits from eco-friendly and appealing designs  
Folding cartons and HDPE bottles are the most used pack types in France  
Fuss Pot redefines skin care with a new hemp-based product in 2022

### PROSPECTS AND OPPORTUNITIES

Sustainability and eco-friendly products to gain consumer attention in France  
E-commerce platforms open new avenues for brands to innovate packaging

Beauty and Personal Care Packaging in France - Company Profiles

Packaging Industry in France - Industry Overview

## EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

PET bottles gaining share in cooking and table sauces due to their durability  
Coca-Cola Europacific Partners to use 100% returnable glass bottles in France  
Fibre bottles make a significant breakthrough in alcoholic drinks packaging  
Folding cartons and HDPE bottles are the most used pack types in beauty and personal care in France  
Non-plastic-based pack types to gain popularity amidst sustainability concerns

## PACKAGING LEGISLATION

France tackles disposable packaging with a ban on single-use plastics  
The French AGECE Act enforces regulations on packaging for fruit and vegetables

## RECYCLING AND THE ENVIRONMENT

Plastic sorting and recycling targets imposed for 2025 in France  
France to offer simplified and standardised packaging recycling labels  
France introduces new rules for collecting plastic packaging, cardboard and metal waste  
Table 1 - Overview of Packaging Recycling and Recovery in France: 2020/2021 and Targets for 2022

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