



Beauty and Personal Care Packaging in Argentina

June 2023

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Beauty and Personal Care Packaging in Argentina - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Oral care products continues to see increasing demand in Argentina in 2022

Rigid plastic dominates skin care packaging in the shape of HDPE bottles, other plastic jars and squeezable plastic tubes

Argentinian consumers favour the 50ml pack size in fragrances due to its affordability convenience

PROSPECTS AND OPPORTUNITIES

Sustainably packaged products a growing trend in Argentina

Minimalistic and innovative packaging solutions gaining momentum among brand owners

Beauty and Personal Care Packaging in Argentina - Company Profiles

Packaging Industry in Argentina - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Flexible plastic popular in the food industry for its convenient and lightweight nature

PET bottles dominate soft drinks packaging as they are affordable and recyclable

Convenient and portable packaging dominates alcoholic drinks

Smaller pack sizes preferred for beauty and personal care products

Change in consumer behaviour impacts home care packaging

PACKAGING LEGISLATION

Influence of Mercosur ban impacts dog and cat food packaging

RECYCLING AND THE ENVIRONMENT

Sustainability concerns see companies innovating in their bottle packaging

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