



# Beauty and Personal Care Packaging in China

June 2023

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## Beauty and Personal Care Packaging in China - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Oral care packaging continues to grow due to heightened hygiene concerns

L'Occitane sets up empty bottle recycling bins in all its stores

New materials being used to create eco-friendly packaging

#### PROSPECTS AND OPPORTUNITIES

Refill packs expected to drive volume sales of pouch packaging

Colour cosmetics expected to grow over the forecast period

## Beauty and Personal Care Packaging in China - Company Profiles

## Packaging Industry in China - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Large pack sizes are preferred in sauces, dips and condiments packaging in China

PET bottles are the preferred pack type in non-alcoholic drinks packaging

Metal beverage cans are the dominant pack type in alcoholic drinks packaging

New materials are being used to create eco-friendly packaging in China in 2022

Chinese consumers are leaning towards more convenient forms of packaging

### PACKAGING LEGISLATION

New legislation on Labelling of Pre-Packaged Special Dietary Foods in China

SAMR set to enforce new provisions to reduce excessive packaging from 2023

China bans non-degradable plastic bags

### RECYCLING AND THE ENVIRONMENT

China emphasises the importance of the need for standardised recycling

Chinese government sets targets to achieve carbon neutrality by 2060

Unilever and Alibaba group introduce a closed-loop plastic recycling system

Table 1 - Overview of Packaging Recycling and Recovery in China: 2020/2021 and Targets for 2022

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