



Beauty and Personal Care Packaging in Vietnam

June 2023

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Beauty and Personal Care Packaging in Vietnam - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Squeezable plastic tubes continue to lead skin care packaging
Ocean plastics reintroduced to the value chain as beauty packaging
Glass bottles sees dynamic pack type growth in 2022 thanks to being refillable

PROSPECTS AND OPPORTUNITIES

Hair care to return to pre-pandemic levels in the early years of the forecast period
Medium-sized packs will continue to dominate in skin care packaging

Beauty and Personal Care Packaging in Vietnam - Company Profiles

Packaging Industry in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture
2022 key trends
Glass jars the leading pack type in sweet spreads in 2022
Small pack sizes of soft drinks remain popular among consumers in 2022
Metal beverage cans gaining ground within alcoholic drinks
Glass bottles gaining popularity within the beauty and personal care industry in 2022
HDPE bottles dominate surface care packaging in Vietnam

PACKAGING LEGISLATION

Vietnam introduces an EPR regime in 2022 to promote sustainability

RECYCLING AND THE ENVIRONMENT

Coca-Cola Vietnam launches 100% recycled PET bottles in 2022

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