



**Euromonitor  
International**

# Beauty and Personal Care Packaging in Ukraine

October 2025

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Other rigid containers the most dynamic pack type, boosted by their durability and sustainability

Biodegradable jars driving sustainable innovation in skin care packaging

Folding cartons grow thanks to their eco-friendly appeal and design flexibility

### PROSPECTS AND OPPORTUNITIES

Forecast growth will be driven by urban demand, sustainability, e-commerce and design

Smaller packs are expected to lead due to price and accessibility

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## EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Pouches lead food packaging innovation

Sustainability gains momentum in non-alcoholic drinks packaging with rPET adoption and growth for aluminium cans

Metal beverage cans show faster growth than glass bottles in beer and wine

Biodegradable jars push sustainability in beauty and personal care packaging

HDPE bottles gain share in Ukraine in 2024, driven by consumer demand for durability

The 400g metal food can is popular for its convenience and product preservation

## PACKAGING LEGISLATION

Ukraine strengthens pet food packaging legislation

Ukraine moves towards EU standards with new draft law on packaging

New law sets stricter safety standards for food packaging in Ukraine

## RECYCLING AND THE ENVIRONMENT

Eco-friendly cartons drive dairy and plant-based dairy packaging sustainability in Ukraine

Pet food packaging embraces sustainability through EU-aligned materials and eco-friendly formats

Processed meat and seafood packaging shifts towards flexible and compostable solutions

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/beauty-and-personal-care-packaging-in-ukraine/report](http://www.euromonitor.com/beauty-and-personal-care-packaging-in-ukraine/report).