



Euromonitor
International

Beauty and Personal Care Packaging in Canada

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

More functional formats and sustainability reshaping packaging in Canada
“Skinimalism” and low waste drive innovation in facial care
Folding cartons the leading packaging format in Canadian beauty and personal care

PROSPECTS AND OPPORTUNITIES

Rethinking materials likely to shape beauty packaging scenarios
The 50ml format will remain the most popular size in fragrances, helped by the “compact luxury” trend

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Plastic dominates food packaging, but sustainable alternatives are on the rise
Innovation and premium design revolutionise beverage packaging
Metal cans dominate while the bag-in-box format gains traction in alcoholic drinks
Cartons lead sustainable beauty as brands embrace premium finishes and recyclability
Refills and concentrates alternatives power the future of home care
Large packs maximise value in pet food, while small formats unlock entry for new brands

PACKAGING LEGISLATION

Canada advances towards zero plastic waste through national targets, refill models and investment in circular packaging systems

RECYCLING AND THE ENVIRONMENT

Extended producer responsibility enables circular packaging by funding collection and recovery
Clear labelling standards transform packaging transparency by banning misleading claims
Table 1 - Overview of Packaging Recycling and Recovery in Canada: 2022/2023 and Targets for 2024

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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-canada/report.