



**Euromonitor
International**

Beauty and Personal Care Packaging in the Philippines

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Strong growth for beauty and personal care packaging in the Philippines
L'Oréal and Unilever partner for first green joint business plan in the Philippines
Plastic pack formats gaining popularity in beauty and personal care packaging

PROSPECTS AND OPPORTUNITIES

Local innovation and global investment will help drive packaging unit volume growth
Smaller and speciality formats driving packaging diversification in personal care

DISCLAIMER

Beauty and Personal Care Packaging in the Philippines - Company Profiles

Packaging Industry in the Philippines - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Packaging trends in the Philippines balance environmental duty with practical consumer preferences
Shift towards rPET and paper-based alternatives in 2024 beverage packaging
Rising adoption of aluminium cans in alcoholic drinks in the Philippines
Growing use of refillable, recyclable and biodegradable packaging in beauty care
Refillable, concentrated and eco-friendly formats reshape home care packaging in 2024
Sustainability initiatives take centre stage as pet care brands push towards a circular economy

PACKAGING LEGISLATION

EPR compliance moves from reporting to enforceable audit practice

RECYCLING AND THE ENVIRONMENT

DRS pilot planning signals shift towards circular packaging regulation
EPR enforcement intensifies: driving accountability, packaging redesign and cost implications in the Philippines
Table 1 - Overview of Packaging Recycling and Recovery in the Philippines: 2022/2023 and Targets for 2024

DISCLAIMER

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- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
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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-the-philippines/report.