



Euromonitor
International

Beauty and Personal Care Packaging in Australia

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Packaging volumes increase in 2024 as consumers prioritise skin health, hair care and oral care
Refillable packaging systems are shaping circular design in Australia’s beauty and personal care industry
Speciality cosmetic containers still the main pack type in colour cosmetics packaging

PROSPECTS AND OPPORTUNITIES

Fragrances and skin care will help drive packaging growth in Australian beauty and personal care
Squeezable plastic tubes in smaller sizes expected to gain share in skin care packaging

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Beauty and Personal Care Packaging in Australia - Company Profiles

Packaging Industry in Australia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Sustainability as the driving force in Australian food packaging innovation
Non-alcoholic drinks packaging embraces recyclability and innovation
Aluminium packaging gaining share in alcoholic drinks in Australia
Eco-friendly and refillable packaging leads beauty innovation
Flexible, refillable and compact are the new home care packaging standards
Sustainable and convenient packaging trends in pet food

PACKAGING LEGISLATION

Australia’s push for stronger packaging laws and recycled plastics
Stronger packaging standards introduced in Australia
ACCC drives major soft plastics regulatory reset in Australia

RECYCLING AND THE ENVIRONMENT

Australia expands recycling capacity through the RMF
Australia’s new kerbside recycling standard
From food waste to compost: Australia’s circular recycling push
Table 1 - Overview of Packaging Recycling and Recovery in Australia: 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-australia/report.