



**Euromonitor  
International**

# Beauty and Personal Care Packaging in South Korea

October 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Packaging growth driven by strong skin care culture, premiumisation and exports  
Amorepacific leads in terms of eco-friendly packaging innovations in South Korea  
Evolving regulations and material shifts redefining beauty and personal care packaging in South Korea

PROSPECTS AND OPPORTUNITIES

Premiumisation, refill packs and e-commerce will drive beauty and personal care packaging growth  
Refill pouches seeing an increased presence in South Korean hair care

DISCLAIMER

Beauty and Personal Care Packaging in South Korea - Company Profiles

Packaging Industry in South Korea - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture  
2024 key trends  
Smaller packs and sustainable materials drive food packaging innovation in South Korea  
Recycled materials and label-free bottles lead South Korea’s sustainable beverage packaging shift in 2024  
Premiumisation and sustainability redefine South Korea’s alcoholic drinks packaging  
Eco-friendly and refillable packaging takes centre stage in South Korea’s beauty industry in 2024  
Refillable and user-friendly packaging drives sustainable innovation in South Korea’s home care industry in 2024  
Convenience and sustainability shape South Korea’s pet food packaging

PACKAGING LEGISLATION

Recyclability and recycled content mandates  
Deposit return and waste reduction initiatives  
Impact on industry and consumers

RECYCLING AND THE ENVIRONMENT

Mandatory recycled content targets  
Design for recyclability and label-free packaging  
Transparent PET bottle sorting and consumer responsibility  
Table 1 - Overview of Packaging Recycling and Recovery in South Korea: 2022/2023 and Targets for 2024

DISCLAIMER

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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-south-korea/report](http://www.euromonitor.com/beauty-and-personal-care-packaging-in-south-korea/report).