

# Beauty and Personal Care Packaging in India

June 2023

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## Beauty and Personal Care Packaging in India - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Hair care packaging in India continues to grow in 2022

Flexible paper the most popular packaging format in Indian beauty and personal care

ITC sets new sustainability standard with recycled PET film in soap wrapper

#### PROSPECTS AND OPPORTUNITIES

Innovation and differentiation key factors for brands in India

Sustainability and eco-friendly products gaining popularity among consumers in India

## Beauty and Personal Care Packaging in India - Company Profiles

## Packaging Industry in India - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Dominant pack types losing share to alternatives that enjoy consumers' preference

Flexible packaging preferred in hot drinks for its convenience

Glass bottles dominate alcoholic drinks due to their association with premium quality

Customer-centric packaging prevails in beauty and personal care

Home care driving sustainability through refill packs

### PACKAGING LEGISLATION

India implements stringent plastic waste regulations

### RECYCLING AND THE ENVIRONMENT

Leading fmcg companies' initiatives to drive sustainability

Beverage companies reworking packaging to make it more sustainable

Table 1 - Overview of Packaging Recycling and Recovery in India: 2020/2021 and Targets for 2022

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