

Beauty and Personal Care Packaging in France

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Deodorant packaging benefits from eco-friendly and appealing designs
Folding cartons and HDPE bottles are the most used pack types in France
Fuss Pot redefines skin care with a new hemp-based product in 2022

PROSPECTS AND OPPORTUNITIES

Sustainability and eco-friendly products to gain consumer attention in France
E-commerce platforms open new avenues for brands to innovate packaging

Beauty and Personal Care Packaging in France - Company Profiles

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Packaging in 2022: The big picture

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PET bottles gaining share in cooking and table sauces due to their durability
Coca-Cola Europacific Partners to use 100% returnable glass bottles in France
Fibre bottles make a significant breakthrough in alcoholic drinks packaging
Folding cartons and HDPE bottles are the most used pack types in beauty and personal care in France
Non-plastic-based pack types to gain popularity amidst sustainability concerns

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France tackles disposable packaging with a ban on single-use plastics
The French AGECE Act enforces regulations on packaging for fruit and vegetables

RECYCLING AND THE ENVIRONMENT

Plastic sorting and recycling targets imposed for 2025 in France
France to offer simplified and standardised packaging recycling labels
France introduces new rules for collecting plastic packaging, cardboard and metal waste
Table 1 - Overview of Packaging Recycling and Recovery in France: 2020/2021 and Targets for 2022

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