

# Beauty and Personal Care Packaging in Mexico

June 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Squeezable plastic tubes continue gaining share in hair care in 2022

While 50ml is still more popular, the 100ml pack size is gaining share in 2022

Companies are prioritising sustainable packaging for their products

### PROSPECTS AND OPPORTUNITIES

Speciality cosmetic containers becoming more popular for their convenience

Companies continue expanding their refill packaging portfolios

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

## Packaging Industry in Mexico - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Pouches are a favoured pack type across a number of food categories

PET bottles continue to dominate soft drinks, while glass bottles enjoy a resurgence

On-the-go consumption and convenience boosting metal beverage can usage

Refill packs growing in popularity as a sustainable alternative

Reusable and recyclable pack types dominate home care packaging

### PACKAGING LEGISLATION

Local governments introduce a ban on single-use plastics

### RECYCLING AND THE ENVIRONMENT

Sustainable packaging becoming more prominent in the home care industry

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

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