



**Euromonitor
International**

Beauty and Personal Care Packaging in India

September 2026

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

Indian beauty and personal care packaging grows in 2025, as recycled-content rules and sachet economics reshape the format mix

INDUSTRY PERFORMANCE

Flexible packaging anchors a vast market as single-use sachets and squeezable tubes drive volumes

Metal and glass grow fastest as aerosols, metal bottles, and premium glass gain ground

New recycled-content rules and EPR traceability intensify the sustainability agenda

WHAT'S NEXT?

Steady growth to 2030 led by mass-market demand, premiumisation and e-commerce

Recycled content, mono-material design, and refillable systems define the priority opportunities

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- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-packaging-in-india/report.