



Euromonitor
International

Beauty and Personal Care Packaging in France

September 2026

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

French beauty and personal care packaging holds steady in 2025 as refill and recyclability initiatives reshape the format mix

INDUSTRY PERFORMANCE

Rigid plastic anchors a mature, broadly flat market as skin care and premiumisation steady volumes

Glass and refillable formats grow fastest as premium packaging gains, while metal dips

AGEC reuse rules and the new EU packaging regulation intensify the sustainability agenda

WHAT'S NEXT?

Marginal growth to 2030 led by glass, premium fragrances and refillable formats

Refillable systems, recycled content and mono-material design define the priority opportunities

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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-france/report.