Beauty and Personal Care Packaging in South Africa

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Bath and shower products most dynamic in South African beauty and personal care in 2022
Folding cartons the most popular pack type in beauty and personal care products
The 50ml pack is the most popular size among South African consumers

PROSPECTS AND OPPORTUNITIES

Customisation of packaging increasingly important for consumers in South Africa
Sustainable packaging a key focus among consumers and brands in South Africa

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