

Beauty and Personal Care Packaging in South Africa

June 2023

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Beauty and Personal Care Packaging in South Africa - Category analysis

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

Beauty and Personal Care Packaging in South Africa - Company Profiles

Packaging Industry in South Africa - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Glass jars popular in packaged food as they help preserve product quality

Consumers prefer smaller pack sizes as they are convenient to use

Environmental concerns are driving the demand for sustainable packaging

Numerous brands use folding cartons as they help in branding

Consumers prefer plastic pouches for home care products as they are lightweight

PACKAGING LEGISLATION

New regulation regarding plastics is set to impact the packaging industry

RECYCLING AND THE ENVIRONMENT

Brand owners focusing on eco-friendly packaging to implement a circular economy

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

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