



Beauty and Personal Care Packaging in China

September 2026

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

China beauty and personal care packaging grows in 2025, as anti-overpackaging rules and e-commerce reshape the format mix

INDUSTRY PERFORMANCE

Rigid plastic anchors a vast market as skin care demand and squeezable tubes lift volumes

Metal and flexible plastic grow fastest, as collapsible tubes and refill formats gain ground

Excessive-packaging limits and green express-delivery rules intensify the sustainability agenda

WHAT'S NEXT?

Steady growth to 2030 led by skin care, e-commerce, and lightweight formats

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

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