Euromonitor International

Beauty and Personal Care Packaging in Vietnam

September 2026

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Beauty and Personal Care Packaging in Vietnam - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Vietnamese beauty and personal care packaging grows in 2025 as mandatory EPR and sustainable materials reshape the mix

INDUSTRY PERFORMANCE

Flexible sachets and rigid plastic anchor a fast-growing market as skin care and hair care demand lift volumes
Glass, rigid plastic and metal grow fastest as premiumisation and collapsible tubes gain share
Mandatory extended producer responsibility and recycling targets intensify the sustainability agenda

WHAT'S NEXT?

Robust growth to 2030 led by skin care, e-commerce and premiumisation
Recycled content, mono-material design and refillable systems define the priority opportunities

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Beauty and Personal Care Packaging in Vietnam - Company Profiles

Packaging Industry in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2025: the big picture
2025 key trends
EPR pressure and premiumisation reshape food packaging in Vietnam
Sachets anchor volumes as glass and tubes lead growth in beauty and personal care
Flexible plastic leads pet food packaging as thin wall containers and PET canisters emerge

PACKAGING LEGISLATION

Mandatory extended producer responsibility reshapes packaging economics
Decree 05/2025 refines scope, exemptions and reuse incentives
Consolidation and a possible deposit return scheme define the next phase

RECYCLING AND THE ENVIRONMENT

Industry collection schemes scale as producer responsibility organisations mature
Recycled content and circular targets set the direction toward 2030

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