



Beauty and Personal Care Packaging in South Korea

October 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Packaging growth driven by strong skin care culture, premiumisation and exports
Amorepacific leads in terms of eco-friendly packaging innovations in South Korea
Evolving regulations and material shifts redefining beauty and personal care packaging in South Korea

PROSPECTS AND OPPORTUNITIES

Premiumisation, refill packs and e-commerce will drive beauty and personal care packaging growth
Refill pouches seeing an increased presence in South Korean hair care

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Beauty and Personal Care Packaging in South Korea - Company Profiles

Packaging Industry in South Korea - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Smaller packs and sustainable materials drive food packaging innovation in South Korea
Recycled materials and label-free bottles lead South Korea’s sustainable beverage packaging shift in 2024
Premiumisation and sustainability redefine South Korea’s alcoholic drinks packaging
Eco-friendly and refillable packaging takes centre stage in South Korea’s beauty industry in 2024
Refillable and user-friendly packaging drives sustainable innovation in South Korea’s home care industry in 2024
Convenience and sustainability shape South Korea’s pet food packaging

PACKAGING LEGISLATION

Recyclability and recycled content mandates
Deposit return and waste reduction initiatives
Impact on industry and consumers

RECYCLING AND THE ENVIRONMENT

Mandatory recycled content targets
Design for recyclability and label-free packaging
Transparent PET bottle sorting and consumer responsibility
Table 1 - Overview of Packaging Recycling and Recovery in South Korea: 2022/2023 and Targets for 2024

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