



Euromonitor
International

Beauty and Personal Care Packaging in France

October 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Declining packaging volumes and the rise of plastic pouches in French beauty and personal care
Kérastase’s refillable shampoo system sets a new standard for sustainable luxury packaging in France
Regulatory shifts and consumer preferences drive material and pack size changes in France

PROSPECTS AND OPPORTUNITIES

Gradual recovery expected post-2025, driven by economic and regulatory shifts
Supply chain resilience and regulatory demands will be reshaping the beauty and personal care packaging landscape

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Shifting lifestyles and desire for high-quality eco-design accelerate the move towards portion-controlled and premium sustainable packaging
Regulatory pressure and shifting consumer habits drive France’s transition towards sustainable and portion-focused food packaging
Regulatory pressure and sustainability demands driving the shift towards rPET, shrink wrap alternatives and metal cans in non-alcoholic drinks
Cost constraints and low-carbon targets drive the rise of aluminium cans, lightweight glass and alternative formats in alcoholic beverages
Environmental regulations and consumer expectations fuel rapid growth in refill systems, bio-based materials and minimalistic beauty packaging
Sustainability mandates and concentrated product formats reshape home care packaging towards refillables, lighter packs and mono-material solutions
Eco-focused consumer demand and convenience needs accelerate adoption of recyclable pouches, portion-controlled packs and user-friendly pet food formats

PACKAGING LEGISLATION

EU-wide recyclability standards accelerate France’s transition towards harmonised circular packaging systems
Strict national anti-waste laws push brands to reduce plastics, expand reuse models and improve packaging transparency
Mandatory reuse targets and impending deposit systems drive industry adoption of durable and collectible packaging formats

RECYCLING AND THE ENVIRONMENT

France’s circular economy targets accelerate the shift away from single-use plastics towards recyclable and reusable materials
Regulatory pressure and sustainability goals spur innovation in recyclable materials while reshaping supply chain capabilities
Digital transparency tools and sorting requirements enhance consumer participation in recycling and reuse systems
Table 1 - Overview of Packaging Recycling and Recovery in France: 2022/2023 and Targets for 2024

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-packaging-in-france/report.