



Beauty and Personal Care Packaging in Argentina

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Packaging volumes decline in Argentina as inflation drives budget-conscious consumption
Sustainability and storytelling drive packaging innovation in Argentinian beauty and personal care
Polarisation of pack types and sizes reflects shifting consumer behaviour due to economic pressure

PROSPECTS AND OPPORTUNITIES

Hyperinflationary pressures trigger contraction in 2024, with recovery expected from 2025
Premiumisation, gifting occasions and e-commerce will boost mid- to long-term growth

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Beauty and Personal Care Packaging in Argentina - Company Profiles

Packaging Industry in Argentina - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Shaped liquid cartons gain share in dairy due to their perceived sustainability and alignment with consumer values
Rigid plastic continues to dominate soft drinks packaging but metal beverage cans double their share
Glass bottles continue to dominate alcoholic drinks packaging but metal beverage cans are gaining ground
Inflation drives shift towards lightweight and polarised pack sizes
HDPE bottles remain popular but are losing ground as refill pack types gain traction in home care
Flexible packaging dominates pet food as metal cans continue lose share

PACKAGING LEGISLATION

New regulations redefine “excessive” nutrients and advertising limits
New regulations standardise labelling for plant-based food
Warning labels influence purchasing decisions under Argentina’s FOPL law

RECYCLING AND THE ENVIRONMENT

Soft drinks packaging embraces sustainability with increased use of rPET in 2024
Sustainability pressures driving decline in flexible aluminium/plastic
Beauty and personal care packaging shifts towards sustainability
Table 1 - Overview of Packaging Recycling and Recovery in Argentina: 2022/2023 and Targets for 2024

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