

ABSTRACT

A product packaging box (11) includes: a lower box component (12); an upper box component (13) coupled to the lower box component (12) through a hinge for swinging movement between an opened position and a closed position and having a recess (61) on an upper surface; and a plate member (62a) fitted to a contour of the recess (61) and fixed within the recess (61), and configured to cover a sheet placed on a horizontal plane (68) within the recess (61) and containing a fragrance component, in which the recess (61) defines a space (65) that is adjacent to an outer periphery of the plate member (62a) and is open on a horizontal plane including an upper surface of the plate member (62a). It is possible to provide a product packaging box that can create an opportunity to recall the joy felt when receiving a present.