



Beauty and Personal Care Packaging in the US

August 2024

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Beauty and Personal Care Packaging in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Folding cartons are the most popular pack type in US beauty and personal care products

Glass jars gaining share in skin care packaging due to their aesthetic appeal

Squeezable plastic tubes become the leading pack type in sun care

PROSPECTS AND OPPORTUNITIES

Sustainability trend driving initiatives in environmentally-friendly packaging

Large pack sizes expected to grow in hair care packaging

Beauty and Personal Care Packaging in the US - Company Profiles

Packaging Industry in the US - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Rise in unit volume sales of the 33g pack size due to growth of single-serve peanut butter packs

Starbucks looking to improve the attractiveness of fresh coffee beans with flexible plastic

Increasing popularity of the 739ml pack size in beer due to evolving consumer preferences

Glass jars gaining share in skin care packaging because of their visual appeal

Rise in use of blister and strip packs in gel air fresheners due to better portion control

PACKAGING LEGISLATION

New legislation aims to ban harmful substances in food packaging

RECYCLING AND THE ENVIRONMENT

Meal kit providers finding new ways to minimise packaging waste

Table 1 - Overview of Packaging Recycling and Recovery in the US: 2021/2022 and Targets for 2023

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