



**Euromonitor
International**

Beauty and Personal Care Packaging: Key Trends and Innovations

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INTRODUCTION

Scope

Key findings

GLOBAL OUTLOOK

Toiletries remain the largest contributor to packaging volumes

Oral care drives packaging growth, led by plastic tubes

Asia Pacific is the growth engine for packaging volumes

Three key themes impacting packaging innovation

HYGIENE AND WELLNESS

Health, wellbeing and hygiene paramount to consumers

Focus on health, hygiene and wellbeing: impact on packaging

Fast-growing volumes of hand sanitisers translate into new launches

Jo Love 2-in-1 hand sanitiser and cream in a dual-chamber tube

Flexible paper to lead gains in bath and shower packaging

Growing hygienic habits benefit oral care

Growing penetration of rigid packaging in hair care products in Asia

Lotion pumps offer a limited contribution to hygienic dispensing

Demand for touchless beauty creates opportunities for stick formats

Ingredient safety and transparency are increasingly paramount

Beauty innovations tap into wellbeing and self-care

SUSTAINABILITY

Consumers expect brands to deliver positive change

Greater demand for sustainability features: impact on packaging

Demand for sustainable features on the rise

More recyclable and recycled packaging

Asia Pacific and Latin America champion refillables in plastic pouches

Refillables, a rising eco-solution beyond toiletries

Unilever's refillable Dove deodorants help reduce packaging waste

Solid formats on the rise in toiletries

Plastic tubes finally join the circular economy

Personalisation addresses consumer diversity and sustainability pursuits

L'Oréal's Rouge sur Mesure beauty device offers experience and inclusivity

E-COMMERCE

Growing shift towards online beauty globally

Rising shift towards e-commerce: impact on packaging

Packaging fit to be shipped and delivered through the letter box

Nae's solid beauty set exclusively targets e-commerce

A new creative way of sampling fragrances at home by Escentual

Asia Pacific is driving packaging size reduction in beauty

Discovering J'adore by Christian Dior through the brand's smaller format

CONCLUSION

Key recommendations

Key findings

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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-key-trends-and-innovations/report.