

Beauty and Personal Care Packaging in the US

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Abstracts

The easing of COVID-19-related restrictions in 2021 allowed people to return to their normal lives, thus giving a boost to the packaging for specific products. For instance, as consumers returned to socialising more, this increased demand for deodorants. Consequently, the packaging volumes of metal aerosol cans and other rigid containers used for deodorants rose over 2020-2021. A refillable deodorant pack from Dove was also introduced in the US in 2021, and it came in a box made entirely of pape...

Euromonitor International's Beauty and Personal Care Packaging in USA report offers insight into key trends and developments driving packaging across the category.

Product coverage: Baby and Child-specific Products Packaging, Bath and Shower Packaging, Colour Cosmetics Packaging, Deodorants Packaging, Depilatories Packaging, Fragrances Packaging, Hair Care Packaging, Men's Grooming Packaging, Oral Care Packaging, Skin Care Packaging, Sun Care Packaging.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Beauty and Personal Care Packaging market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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BEAUTY AND PERSONAL CARE PACKAGING IN THE US

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2021 DEVELOPMENTS

Strong growth in packaging volumes linked to resumption in mobility and self-care

Move towards the use of sustainable packaging in standard shampoos

Natural and organic are growing trends

PROSPECTS AND OPPORTUNITIES

Continued move towards sustainability, with less packaging and more recycled materials

Refillable and recyclable packaging will also be increasingly important

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