

# Beauty and Personal Care Packaging in the US

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## Abstracts

Hair care lost its position as the biggest category in unit volume terms in beauty and personal care packaging to bath and shower in 2020, when the latter product area experienced a massive spike in demand due to the pandemic arriving in the US in this year. However, hair care has been regaining share from bath and shower since 2020, and is expected to have become the biggest category in beauty and personal care packaging again by the end of the forecast period. Product diversity, packaging inno...

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
February 2024

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Hair care continues regaining share from bath and shower in beauty and personal care packaging in 2022

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

Smaller pack sizes popular in 2022 due to offering convenience and affordability

### **PROSPECTS AND OPPORTUNITIES**

APG's refillable stick packaging to be launched in 2023

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

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