

# Global Beauty and Home Care Closures: Performance and Opportunities

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## Abstracts

Closures in beauty and home care packaging maintained strong performance in 2015. This growth was primarily driven by a significant shift from sachets in key categories as hair care and laundry detergents to resealable bottles and pouches in many Asian and Middle East and African countries. Concentrated detergents require more accuracy of dosage, leading to innovations such as auto dosing dispensing closures and multifunctional caps.

Euromonitor International's Global Beauty and Home Care Closures: Performance and Opportunities global briefing offers an insight into to the size and shape of the packaging market, highlights the effect of emerging geographies, categories and consumer trends on the packaging landscape. It identifies the leading pack types, offers strategic analysis of key factors influencing the packaging market - be they packaging innovations, consumption growth, category switching, economic/lifestyle influences, legislation or environmental issues. Forecasts illustrate how the market is set to change and criteria for success.

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

### Why buy this report?

Get a detailed picture of the 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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October 2016

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