

Global Beauty Packaging: Key Trends and Innovations

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Abstracts

Beauty and personal care packaging volumes continue to grow globally, driven by changing lifestyles and consumers adopting new hygiene routines. And while the trend towards greater portability and affordability has led to rising demand for smaller pack sizes, functionality and sustainability in packaging also become essential purchasing criteria. In this context, packaging innovation will be essential to sustain growth, particularly in saturated markets, where volume expansion can be limited.

Euromonitor International's Global Beauty Packaging: Key Trends and Innovations global briefing offers an insight into 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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