

# **Personal Care Packaging Market Analysis By Product (Flexible, Rigid Plastics, Paper, Metal, Glass), By Packaging Type (Bottles, Jars, Cans, Cartons, Tubes, Pouches), By Application (Skin Care, Hair Care, Bath & Shower, Fragrances) And Segment Forecasts To 2022**

<https://marketpublishers.com/r/PEC769D07B9EN.html>

Date: February 2016

Pages: 88

Price: US\$ 5,950.00 (Single User License)

ID: PEC769D07B9EN

## **Abstracts**

The global personal care packaging market is expected to reach USD 37.25 billion by 2022, according to a new report by Grand View Research, Inc. Rising consumption of cosmetic and beauty products along with advancements in packaging technology is expected to drive the global over the next seven years. In addition, changing lifestyle along with rapid urbanization is expected to stimulate industry growth. Growing demand for flexible packaging owing to its lightweight property as well as high durability in China, India and Brazil is expected to propel growth over the forecast period.

Rigid plastics accounted for over 35.0% of the global revenue and are expected to witness significant gains over the next seven years as they are non-corrosive, light, and cheap. Increasing demand for rigid plastics in hair care and skin care applications owing to its superior properties of high impact strength, high stiffness, and high barrier properties will drive industry.

Further key findings from the report suggest:

Fragrances are expected to witness growth at a CAGR of 6.3% from 2015 to 2022 on account of its growing demand in perfumes, deodorants, soaps, body washes and moisturizers. Large manufacturing base of perfume industry coupled with growing domestic demand in U.S., Germany, India, Saudi Arabia, China, Mexico, France and

UK is expected to drive market growth. Rising disposable income coupled with increasing penetration of players such as P&G and RB through new product launches in China and India is expected to promote fragrances industry growth, thereby,.

North America accounted for 23.4% of the global market share and is expected to grow in light of robust manufacturing of cosmetic manufactures such as Unilever, Johnson & Johnson and Procter & Gamble in the U.S. In addition, demand for paper and bio-based flexible packaging will rise on account of raw material availability along with strict government regulations on metal cans and glass packaging.

Latin America personal care product market was valued at USD 1.29 billion and is expected to witness lucrative growth over the forecast period as a result of increasing expenditure on beauty products and cosmetics in Brazil. In addition, effective marketing strategies by companies including advertising campaigns, rising disposable income levels along with high demand for perfumes will spur packaging sector.

Pouches will witness significant rise over the next seven years on account of ease of use and superior properties including chemical resistance and high barrier ability. Growing demand for stand-up pouches, owing to their lightweight property, excellent barrier properties, ease of decoration, and flexibility of size. The segment is anticipated to generate revenues exceeding USD 1.60 billion by 2022.

Personal care packaging market is fragmented in nature with major key participants including Amcor, Mondi plc, Bemis Company, Sonoco and Ardagh Group accounting for over 30% of the global share in 2014. Introduction of bioplastic packaging for cosmetics in order to reduce pollution is expected to spur industry. In addition, advancements in glass packaging to reduce glass bottles weight by 50%, thereby reducing energy required to produce and transport them will promote growth.

## Contents

### **CHAPTER 1. METHODOLOGY AND SCOPE**

- 1.1. Research Methodology
- 1.2. Research Scope & Assumptions
- 1.3. List of Data Sources

### **CHAPTER 2. EXECUTIVE SUMMARY**

- 2.1. Personal care packaging market - Industry summary and key buying criteria

### **CHAPTER 3. PERSONAL CARE PACKAGING INDUSTRY OUTLOOK**

- 3.1. Personal care packaging market segmentation
- 3.2. Personal care packaging market size and growth prospects, 2012 - 2022
- 3.3. Personal care packaging market value chain analysis
  - 3.3.1. Vendor landscape
- 3.4. Raw material outlook
- 3.5. Technology overview
- 3.6. Regulatory framework
- 3.7. Personal care packaging market dynamics
  - 3.7.1. Market driver analysis
    - 3.7.1.1. Cosmetics industry growth
    - 3.7.1.2. Growing consumer preference for organic personal care products
    - 3.7.1.3. Reduced carbon footprint
  - 3.7.2. Market restraint analysis
    - 3.7.2.1. Fluctuating raw material prices
- 3.8. Personal care packaging market key opportunities prioritized
- 3.9. Personal care packaging market Porter's analysis
- 3.10. Personal care packaging company market share, 2014
- 3.11. Personal care packaging market PESTEL analysis

### **CHAPTER 4. PERSONAL CARE PACKAGING PRODUCT OUTLOOK**

- 4.1. Global personal care packaging market share by product, 2014 & 2022
- 4.2. Flexible
  - 4.2.1. Market estimates and forecast, 2012 - 2022
  - 4.2.2. Market estimates and forecast, by region, 2012 - 2022

#### 4.3. Rigid plastics

4.3.1. Market estimates and forecast, 2012 - 2022

4.3.2. Market estimates and forecast, by region, 2012 - 2022

#### 4.4. Paper

4.4.1. Market estimates and forecast, 2012 - 2022

4.4.2. Market estimates and forecast, by region, 2012 - 2022

#### 4.5. Metal

4.5.1. Market estimates and forecast, 2012 - 2022

4.5.2. Market estimates and forecast, by region, 2012 - 2022

#### 4.6. Glass

4.6.1. Market estimates and forecast, 2012 - 2022

4.6.2. Market estimates and forecast, by region, 2012 - 2022

### **CHAPTER 5. PERSONAL CARE PACKAGING TYPE OUTLOOK**

#### 5.1. Global personal care packaging market share by packaging type, 2014 & 2022

#### 5.2. Bottles

5.2.1. Market estimates and forecast, 2012 - 2022

5.2.2. Market estimates and forecast, by region, 2012 - 2022

#### 5.3. Jars

5.3.1. Market estimates and forecast, 2012 - 2022

5.3.2. Market estimates and forecast, by region, 2012 - 2022

#### 5.4. Cans

5.4.1. Market estimates and forecast, 2012 - 2022

5.4.2. Market estimates and forecast, by region, 2012 - 2022

#### 5.5. Cartons

5.5.1. Market estimates and forecast, 2012 - 2022

5.5.2. Market estimates and forecast, by region, 2012 - 2022

#### 5.6. Tubes

5.6.1. Market estimates and forecast, 2012 - 2022

5.6.2. Market estimates and forecast, by region, 2012 - 2022

#### 5.7. Pouches

5.7.1. Market estimates and forecast, 2012 - 2022

5.7.2. Market estimates and forecast, by region, 2012 - 2022

#### 5.8. Others

5.8.1. Market estimates and forecast, 2012 - 2022

5.8.2. Market estimates and forecast, by region, 2012 - 2022

### **CHAPTER 6. PERSONAL CARE PACKAGING APPLICATION OUTLOOK**

- 6.1. Global personal care packaging market share by application, 2014 & 2022
- 6.2. Skin care
  - 6.2.1. Market estimates and forecast, 2012 - 2022
  - 6.2.2. Market estimates and forecast, by region, 2012 - 2022
- 6.3. Hair care
  - 6.3.1. Market estimates and forecast, 2012 - 2022
  - 6.3.2. Market estimates and forecast, by region, 2012 - 2022
- 6.4. Bath & shower
  - 6.4.1. Market estimates and forecast, 2012 - 2022
  - 6.4.2. Market estimates and forecast, by region, 2012 - 2022
- 6.5. Fragrances
  - 6.5.1. Market estimates and forecast, 2012 - 2022
  - 6.5.2. Market estimates and forecast, by region, 2012 - 2022
- 6.6. Others
  - 6.6.1. Market estimates and forecast, 2012 - 2022
  - 6.6.2. Market estimates and forecast, by region, 2012 - 2022

## **CHAPTER 7. PERSONAL CARE PACKAGING REGIONAL OUTLOOK**

- 7.1. Global personal care packaging market share by region, 2014 & 2022
- 7.2. North America
  - 7.2.1. Market estimates and forecast, 2012 - 2022
  - 7.2.2. Market estimates and forecast by product, 2012 - 2022
  - 7.2.3. Market estimates and forecast by packaging type, 2012 - 2022
  - 7.2.4. Market estimates and forecast by application, 2012 - 2022
  - 7.2.5. U.S.
    - 7.2.5.1. Market estimates and forecast, 2012 - 2022
    - 7.2.5.2. Market estimates and forecast by product, 2012 - 2022
    - 7.2.5.3. Market estimates and forecast by packaging type, 2012 - 2022
    - 7.2.5.4. Market estimates and forecast by application, 2012 - 2022
- 7.3. Europe
  - 7.3.1. Market estimates and forecast, 2012 - 2022
  - 7.3.2. Market estimates and forecast by product, 2012 - 2022
  - 7.3.3. Market estimates and forecast by packaging type, 2012 - 2022
  - 7.3.4. Market estimates and forecast by application, 2012 - 2022
  - 7.3.5. Germany
    - 7.3.5.1. Market estimates and forecast, 2012 - 2022
    - 7.3.5.2. Market estimates and forecast by product, 2012 - 2022

7.3.5.3. Market estimates and forecast by packaging type, 2012 - 2022

7.3.5.4. Market estimates and forecast by application, 2012 - 2022

#### 7.4. Asia Pacific

7.4.1. Market estimates and forecast, 2012 - 2022

7.4.2. Market estimates and forecast by product, 2012 - 2022

7.4.3. Market estimates and forecast by packaging type, 2012 - 2022

7.4.4. Market estimates and forecast by application, 2012 - 2022

##### 7.4.5. China

7.4.5.1. Market estimates and forecast, 2012 - 2022

7.4.5.2. Market estimates and forecast by product, 2012 - 2022

7.4.5.3. Market estimates and forecast by packaging type, 2012 - 2022

7.4.5.4. Market estimates and forecast by application, 2012 - 2022

##### 7.4.6. India

7.4.6.1. Market estimates and forecast, 2012 - 2022

7.4.6.2. Market estimates and forecast by product, 2012 - 2022

7.4.6.3. Market estimates and forecast by packaging type, 2012 - 2022

7.4.6.4. Market estimates and forecast by application, 2012 - 2022

#### 7.5. Latin America

7.5.1. Market estimates and forecast, 2012 - 2022

7.5.2. Market estimates and forecast by product, 2012 - 2022

7.5.3. Market estimates and forecast by packaging type, 2012 - 2022

7.5.4. Market estimates and forecast by application, 2012 - 2022

##### 7.5.5. Brazil

7.5.5.1. Market estimates and forecast, 2012 - 2022

7.5.5.2. Market estimates and forecast by product, 2012 - 2022

7.5.5.3. Market estimates and forecast by packaging type, 2012 - 2022

7.5.5.4. Market estimates and forecast by application, 2012 - 2022

#### 7.6. MEA

7.6.1. Market estimates and forecast, 2012 - 2022

7.6.2. Market estimates and forecast by product, 2012 - 2022

7.6.3. Market estimates and forecast by packaging type, 2012 - 2022

7.6.4. Market estimates and forecast by application, 2012 - 2022

## **CHAPTER 8. COMPETITIVE LANDSCAPE**

### 8.1. Bemis Company, Inc

8.1.1. Company Overview

8.1.2. Financial Performance

8.1.3. Product Benchmarking

- 8.1.4. Strategic Initiatives
- 8.2. Amcor
  - 8.2.1. Company Overview
  - 8.2.2. Financial Performance
  - 8.2.3. Product Benchmarking
  - 8.2.4. Strategic Initiatives
- 8.3. Mondi plc
  - 8.3.1. Company Overview
  - 8.3.2. Financial Performance
  - 8.3.3. Product Benchmarking
  - 8.3.4. Strategic Initiatives
- 8.4. Sonoco Products Company
  - 8.4.1. Company Overview
  - 8.4.2. Financial Performance
  - 8.4.3. Product Benchmarking
  - 8.4.4. Strategic Initiatives
- 8.5. Gerresheimer
  - 8.5.1. Company Overview
  - 8.5.2. Financial Performance
  - 8.5.3. Product Benchmarking
  - 8.5.4. Strategic Initiatives
- 8.6. Ardagh Group
  - 8.6.1. Company Overview
  - 8.6.2. Financial Performance
  - 8.6.3. Product Benchmarking
  - 8.6.4. Strategic Initiatives
- 8.7. ITC
  - 8.7.1. Company Overview
  - 8.7.2. Financial Performance
  - 8.7.3. Product Benchmarking
  - 8.7.4. Strategic Initiatives
- 8.8. Heinz-Glas GmbH
  - 8.8.1. Company Overview
  - 8.8.2. Financial Performance
  - 8.8.3. Product Benchmarking
  - 8.8.4. Strategic Initiatives
- 8.9. WestRock Company
  - 8.9.1. Company Overview
  - 8.9.2. Financial Performance

- 8.9.3. Product Benchmarking
- 8.9.4. Strategic Initiatives
- 8.10. Albea Group
  - 8.10.1. Company Overview
  - 8.10.2. Financial Performance
  - 8.10.3. Product Benchmarking
  - 8.10.4. Strategic Initiatives
- 8.11. Koa Glass Co., Ltd.
  - 8.11.1. Company Overview
  - 8.11.2. Financial Performance
  - 8.11.3. Product Benchmarking
  - 8.11.4. Strategic Initiatives
- 8.12. Ampac Holding
  - 8.12.1. Company Overview
  - 8.12.2. Financial Performance
  - 8.12.3. Product Benchmarking
  - 8.12.4. Strategic Initiatives
- 8.13. Huhtamaki Group
  - 8.13.1. Company Overview
  - 8.13.2. Financial Performance
  - 8.13.3. Product Benchmarking
  - 8.13.4. Strategic Initiatives
- 8.14. Crown Holdings, Inc.
  - 8.14.1. Company Overview
  - 8.14.2. Financial Performance
  - 8.14.3. Product Benchmarking
  - 8.14.4. Strategic Initiatives
- 8.15. Ball Corporation
  - 8.15.1. Company Overview
  - 8.15.2. Financial Performance
  - 8.15.3. Product Benchmarking
  - 8.15.4. Strategic Initiatives
- 8.16. American Packaging Corporation
  - 8.16.1. Company Overview
  - 8.16.2. Financial Performance
  - 8.16.3. Product Benchmarking
  - 8.16.4. Strategic Initiatives
- 8.17. Coveris
  - 8.17.1. Company Overview



8.17.2. Financial Performance

8.17.3. Product Benchmarking

8.17.4. Strategic Initiatives

## I would like to order

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