

# **Australia Cosmetics Packaging Market Assessment, By Material [Plastic, Glass, Metal, Paper and Paperboard, Composite, Others], By Container Type [Bottles, Tubes, Sachets, Jars & Containers, Caps & Closures, Pumps & Dispensers, Others], By Application [Skin Care, Hair Care, Nail Care, Make-up, Fragrances, Bath & Body, Others], By Region, Opportunities, and Forecast, 2016-2030F**

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## **Abstracts**

Australia cosmetics packaging market is the largest in the southern hemisphere. It is expected to witness significant growth over the years driven by various factors like increasing customer demand for personal care products, beauty products and growing focus towards personal grooming. As the demand for cosmetic products rises, efficient and appealing packaging solutions have become crucial. The market for cosmetics packaging in Australia is crucial for maintaining the quality of the product, assuring ease, and boosting brand appeal. The market is expanding as new manufacturing players enter the market and changes in consumer preferences and adoption in the e-commerce sector for purchasing beauty products.

Australia cosmetics packaging market is forecasted to grow at 6.51% CAGR for the forecast period between 2023 and 2030. With a strong emphasis on sustainability and eco-consciousness, the market has shifted towards more environmentally friendly packaging materials and designs. The Australia market is witnessing a strong growth rate, projected to reach USD 1481.79 million by 2030 from USD 894.67 million in 2022. A wide range of packaging materials, including plastics, glass, metals and paperboard, and several packaging formats, including bottles, jars, tubes, sachets, pumps and

dispensers, are available in the market catering to different product needs. This report delves into the market drivers, trends, and key players in the Australia cosmetics packaging market, providing insights into the industry's dynamic landscape and future outlook.

### Growing Cosmetics Market

The growth of the cosmetics industry in Australia is a significant driver for the Australia cosmetics packaging market. Changing consumer preferences, evolving beauty standards, and increased disposable income creating a strong need for packaging solutions are the driving factors for Australia's rising demand for cosmetic products. Various international and domestic brands dominate the market, and many look to enter the market to take advantage of this growing market with their new products packed with innovative ideas.

In Sydney, L'Occitane, a French beauty and skincare brand, debuted its initial concept for a Green Store. One of the store's standout features is the Refill Fountain. It enables customers to refill their personal care items with the company's 'forever bottles' made of 100% recyclable and plastic-free aluminium. These bottles may be used and reused repeatedly. Consumers will no longer opt for single-use plastic bottles after using their products.

### Innovative Materials and Technologies

The Australia cosmetics packaging market is witnessing advancements in packaging materials and technologies. Brands are exploring new materials, such as bio-based plastics, recycled materials and compostable packaging, to align with sustainability goals. Additionally, technological innovations such as smart packaging, interactive labels and augmented reality are being incorporated to enhance the overall consumer experience. Packaging for beauty goods is increasingly used as a billboard for eco-friendly icons, asset descriptions, disassembly instructions, and QR codes that offer in-depth information.

Displai is a platform Australian technology startup Immertia created to transform standard product packaging into interactive, digitally enabled packaging. Hyper-realistic experiences are produced by the Displai platform using augmented reality (AR) and smartphone technologies. Users can use their smartphones to scan the product packaging to activate an augmented reality overlay that includes information, interactive links, animation, holograms, and other features.

## Government Initiatives

To build a new sustainable pathway for managing packaging in Australia, Australia set the 2025 National Packaging Targets in 2018. The policy aims to accomplish, Packaging that is 100% recyclable or biodegradable, 70% of plastic packaging being composted or recycled, and the elimination of unneeded and hazardous single-use plastic packaging, all by 2025.

In 2020, the Australian government launched the National Plastic Plan to reduce plastic waste and improve recycling rates. The plan includes targets for phasing out problematic and unnecessary plastics, improving recycling infrastructure and encouraging using recycled content in packaging.

The Australian government announced in April 2023 a 'temporary' exemption from the country's blanket ban on plastic export, enabling Oatley Resources Australia to export sorted home plastic waste for recycling. Waste polyethylene terephthalate can be shipped to other nations for processing and recycling into new goods during the 12-month exemption.

## Growing E-commerce Sales

The rise of e-commerce has transformed the retail landscape in Australia, including the cosmetics industry. Online cosmetics sales have witnessed significant growth, and this trend directly impacts the Australia cosmetics packaging market. E-commerce requires packaging solutions that are not only visually appealing but also durable, protective and suitable for shipping. The E-commerce market in Australia is growing , with a 15.5% gain from the previous year; Australia is the world's eleventh-largest e-commerce market. Approximately 9% of all retail trade in the Australian market is conducted online. The biggest online retailers in Australia include eBay, Amazon, Woolworths, JB Hi-Fi, and Big W. Packaging companies are innovating to meet the specific requirements of e-commerce packaging, such as sustainable materials, compact designs, and secure packaging to prevent damage during transit. Markets that present brands with excellent potential for e-commerce growth exhibit higher customer sustainability considerations. Australia (70%) is one of the nations where customers are most concerned about sustainability. Sustainable packaging materials are also coming into the picture like recyclable mailers, self-locking cardboard mailing boxes and Honeycomb papers are popularly used in the Australian e-commerce market.

## Sustainability becoming Normalized

Sustainable packaging options are becoming more popular in the Australia cosmetics packaging market. Customers are looking for recyclable and eco-friendly packaging items as they become more aware of the effects of packaging materials on the environment. In addition to having more information about environmentally friendly items, consumers are also willing to pay more for them. To meet this demand, brands are using less plastic, adding biodegradable materials and experimenting with waste-reducing packaging ideas.

For example, the Australian brand “Inika” is environmentally friendly in both name and nature. Only the pumps in the brand's skincare line are made of plastic. All of the glass bottles and jars are 100% recyclable and tubes made of sugarcane are biodegradable. Additionally, the boxes that house their stylish containers are produced from FSC (responsibly harvested or recycled) paper with totally recyclable metal closures.

## Impact of COVID-19

COVID-19 shaped Australia cosmetics packaging market in many ways, initially, when the pandemic hit the country, overall sales for cosmetics dipped. Reduced cosmetic sales were a major factor for the packaging industry that led to the sudden closure of many cosmetics packaging manufacturing units nationwide, causing disruptions in packaging manufacturing. Shortage of raw materials was also witnessed during the time due to disruptions in supply chains. The pandemic caused a shift in consumer behaviour regarding cosmetics and materials used in its packaging, driving the market for safer, clean, hygienic and sustainable packaging solutions.

After the pandemic and restrictions were eased, this behaviour continued, and online shopping for cosmetics surged. This shift to e-commerce has influenced the cosmetics packaging market, as brands and manufacturers have had to adapt their packaging to meet online sales requirements. The pandemic has sparked innovation and adaptation within the cosmetics packaging market. Companies have explored new packaging designs and features.

## Key Players Landscape and Outlook

Australia cosmetics packaging market is booming and serves as a significant centre for manufacturing and consuming cosmetics packaging goods. The Australia cosmetics packaging market is supported by various key players, including packaging

manufacturers, suppliers, and distributors. Many players contribute to the development, production and distribution of packaging solutions for the cosmetics industry in Australia. Vision Packaging (Aust.) Pty Limited, Bottles of Australia, Thecosmeticboxes, Packaging Professionals, Amcor Group GmbH and Pact Group Holdings Limited. These key players, along with other local and international packaging companies, contribute to the growth and development of the Australia cosmetics packaging market. The outlook for the market remains positive, driven by factors such as the growing cosmetics industry, increasing demand for sustainable packaging, and consumer preferences for innovative and visually appealing packaging solutions.

Weltrade Packaging , the top packaging solutions provider, has expanded into a new facility. They have relocated to a new facility that is more than three times as big as the old one, allowing them to make superior sustainable packaging on-site and generating more employment possibilities for residents. Weltrade Packaging is an expert In Australia cosmetics packaging market, catering to various brands and product makers. They offer many products, including tubes, bottles, jars, pouches, and closures.

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\*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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