

# **United States Cosmetics Packaging Market Assessment, By Material [Plastic (LDPE, HDPE, PP, PET, PVC, Others), 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**

The United States cosmetics packaging market includes a wide variety of packaging options created to safeguard, advertise and enhance product visibility. The products include skincare, haircare, makeup, fragrances and other cosmetics. Due to a sizable consumer base that consistently seeks various cosmetic products, the United States cosmetics packaging market is showing an excellent growth rate and is forecasted to grow at 5.02% compounded annually for the forecast period between 2023 and 2030.

United States cosmetics packaging market is experiencing robust growth and is estimated to reach USD 2.74 billion by 2030 from USD 1.85 billion in 2022 owing to strong demand for cosmetics products in the country. Some popular and well know packaging manufacturers are APC Packaging, Aptar and Berry Global. The US cosmetics packaging market is essential for attracting customers and boosting sales for various cosmetics brands, since it heavily emphasises product appearance, brand identification and consumer appeal. The cosmetics packaging market in the United States is characterized by a wide range of packaging materials, including plastics, glass, metal, paper and more. These materials are used to create various types of

packaging such as bottles, jars, tubes, containers, dispensers and closures, among others. Innovation, high standards of quality and adherence to strict regulations define the market. The cosmetics packaging market in the United States continues to be at the forefront of creativity and excellence as the cosmetics industry develops and customers seek more environmentally friendly and aesthetically pleasing packaging.

### Sustainable Packaging

Sustainability is a prominent trend in the cosmetics market, globally, and it has extended to United States cosmetics packaging market as well. Sustainability is currently more necessary than ever in the world of beauty. Sustainability has replaced exclusivity as the new luxury and more customers are willing to pay extra for brands that are socially and environmentally conscious in their product packaging. Furthermore, using sustainable packaging has become an important aspect to stay relevant in the competitive marketplace today. Brands are increasingly using recyclable materials, biodegradable packaging and reducing excess packaging to meet the sustainability expectations of consumers. American regulatory agencies are promoting sustainable packaging. The Sustainable Packaging Coalition (SPC) has created a number of methods and tools to assist businesses in enhancing their sustainability practices with the goal of developing a more sustainable packaging industry.

Silgan Holding , a renowned cosmetic packaging company, has taken sustainability to new heights. Their 6 manufacturing facilities are aimed at zero-waste production.

Coty in its 'Beauty That Lasts' Sustainability Report for the 2022 fiscal year, includes a goal to cut its packaging by 20% by 2030.

### Booming Cosmetics Industry

The expanding cosmetics industry has a notable influence on the United States cosmetics packaging market due to the escalating demand for cosmetic products. This surge in demand necessitates a proportional rise in packaging solutions to effectively accommodate and present these products. United States cosmetics market is forecasted to grow at a steady growth rate for the period between 2023 and 2030. Packaging is essential for brand distinction and product differentiation in a cutthroat market for cosmetics. Aesthetics and packaging design have a significant impact on customer purchasing decisions. Brands are putting more of an emphasis on developing distinctive and aesthetically pleasing packaging as the cosmetics market expands in order to differentiate themselves from rivals and increase brand recognition.

## Glassification of Cosmetics Packaging

In the constantly changing cosmetics and personal care market, packaging is essential for product appearance, preservation and customer appeal. Among the many packaging materials, glass has been the favoured option for high-end beauty products. Brands are looking towards providing the customer with a better feel and premium experience in their products and thus, one of the most frequently utilised materials in cosmetics packaging is glass. This recyclable material ensures the best possible product preservation. Amber Glass is one popular type of glass that has been on fire in the United States cosmetics packaging market for some time due to its inert nature and protection from harmful UV rays and blue light. Brands could actively contribute to a greener future while also meeting the rising customer demand for sustainable options by utilising glass packaging.

The Beauty (Re)Purposed collection programme debuted in May 2023 in the United States and Canada thanks to a partnership between Sephora and Pact Collective. The alliance aims to reduce waste going to landfills and the ocean by demystifying the frequently perplexing recycling status of many beauty packaging components.

## Smart Packaging & Integrating Technology

Due to the essential role, packaging plays in product protection and consumer purchase decision, it has dominated the major sectors worldwide, particularly cosmetics. The United States cosmetics packaging market is now expanding quickly due to a number of factors, including increased consumer demands and technical improvements in the cosmetic industry. The use of modern technology in the packaging industry has simplified many packaging procedures and improved their rationality and science. The technology used in the production of packaging mostly refers to the manufacturing process. Airless packaging is one such improvement in the cosmetics packaging industry. Airless packaging was created utilising the latest technologies and has a very fashionable appearance. The technique helps create modern, ergonomic pumps that are useful for dispersing skincare and cosmetics. Airless dispensing devices are crucial for formula protection since they are designed to keep active components safe and potent in natural formulations.

Leading manufacturers of cosmetics and personal care goods like L'Oreal, Olay, Nivea, and Oriflame use airless packaging, which has received overwhelmingly positive user feedback.

By using technology like NFC tags or QR codes , interactive and personalised experiences may be created for customers that give them access to exclusive content, product information and promotions.

### Impact of COVID-19

The United States cosmetics packaging market for in was significantly impacted by the COVID-19 outbreak. To prevent the virus's spread, the authorities implemented strict shutdown measures and restrictions on social gatherings. Numerous production and manufacturing facilities were forced to close temporarily as a result. As a result, production and demand fell, which had a negative impact on the market's expansion for cosmetic packaging.

A shift in consumer preferences and purchase patterns is one of COVID-19's most significant impacts on the cosmetics packaging business. Online purchasing for cosmetics and personal care items increased because of retail store closures and a decline in social connections. Due to this, there is now a greater demand for e-commerce packaging solutions, such as safe and secure packing, eco-friendly materials and practical designs.

### Key Players Landscape and Outlook

Outlook for the market is likely to remain positive in the upcoming years as the United States cosmetics packaging market is anticipated to expand steadily. The Cosmetic market continues to depend heavily on innovative packaging and growing cosmetics demand. The industry is anticipated to have significant potential due to the ongoing improvements in packaging technologies and the rising need for creative and sustainable packaging solutions. To fulfil the changing demands of consumers and keep their competitive advantage in the market, key players are anticipated to concentrate on product innovation, customisation, and eco-friendly packaging solutions. As businesses look to increase their market presence and improve their product offerings, partnerships, mergers and acquisitions may further alter the makeup of the US cosmetics packaging market.

In 2021, it was announced Silgan Holdings Inc., a top provider of environmentally friendly rigid packaging solutions for consumer goods products, the acquisition of Easytech Closures S.P.A.

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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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