

# Europe Personal Care Packaging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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## Abstracts

The Europe Personal Care Packaging Market size in terms of shipment volume is expected to grow from 43.36 Billion units in 2024 to 50.94 Billion units by 2029, at a CAGR of 2.81% during the forecast period (2024-2029).

### Key Highlights

The increased demand for skin care products in Europe is primarily attributed to the availability and cost-effectiveness of skin care products, such as sunscreen, moisturizer, and beauty cream, as well as the growth of online distribution through Europe, which has reshaped the demand landscape.

A rising number of young adults have been experiencing skin problems due to changing lifestyle patterns and increased stress among the working-class female population, which is likely to lead to a rise in custom-made products. Companies specializing in formulating and producing natural skin care composed of organic ingredients, free from hazardous chemicals, and packaged in environmentally friendly materials are expected to experience considerable growth in demand over the coming years.

Young consumers in the region have been using organic skincare products. Thus, market players in the region are launching new and innovative products to cater to consumer demand. For instance, in April 2023, Unilever brand Dove reformulated a body wash with plant-based ingredients and a hypoallergenic variant. This is expected to drive the demand for skincare packaging solutions.

The development of the European cosmetics market reflects the augmentation of the

widespread European market, characterized by a growing focus on quality, premiumization, and the increased presence of regional players. The gap between premium and mass products continued to widen, with a more significant interest in premium products in the region, benefiting the market.

The market has been witnessing a growing popularity of premium cosmetic brands. With the innovations in the fashion industry, cosmetic products such as eyebrow liners, lipsticks, foundation creams, and lotions have seen strong growth in sales. The trend towards a minimalist makeup look and high-profile product launches witnessed consumers' increasing focus on organic face cosmetics.

In January 2023, Unette Group launched its Tear n Tuck re-closable tubes in response to traditional screw cap tube solutions to help reduce weight, cost, and environmental impact with a 70% decrease in plastic. This resealable solution is thought to provide a versatile and convenient means of packaging sunscreen, lubricants, topical creams, and other pastes or liquids.

The personal care industry has been witnessing a significant expansion in product offerings due to evolving consumer preferences and demands. Consumers seek innovative and specialized personal care products tailored to their needs, such as natural and organic formulations, anti-aging solutions, and sustainable options. This growing demand for diverse product ranges necessitates the involvement of contract manufacturers with the expertise, capabilities, and resources to produce a wide variety of personal care products.

The increased demand for skin care products in Europe is primarily attributed to the availability and cost-effectiveness of skin care products, such as sunscreen, moisturizer, and beauty cream, as well as the growth of online distribution.

With higher awareness about the impact on the global environment, consumers are looking for products that are sustainable and reduce waste. Consequently, there is a growing demand for refillable glass bottles.

Refillable perfume bottles reflect these values by eliminating the need for disposable packaging and reducing plastic waste. Since glass is entirely recyclable indefinitely without degrading in quality, it is an uncontested choice for refillable perfume bottles.

Glass bottles provide an unparalleled aesthetic appeal; therefore, companies utilize the refinement and sophistication of glass packaging to elevate the visual appeal of their products. The clarity of the glass enables consumers to admire the hue and purity, contributing to the overall charm of the product. In addition to their aesthetic appeal, glass packaging offers excellent durability and preservation qualities.

## Europe Personal Care Packaging Market Trends

### Skincare will Hold a Significant Market Share

The demand for skincare products, especially from millennials, is on the rise, driven by various factors such as the desire to delay the signs of aging, increasing awareness of skincare routines, and the influence of social media. This growing demand directly impacts the demand for such products in the market, aiding skincare packaging manufacturing.

Millennials' focus on skincare has led to an increased emphasis on developing specialized formulations that cater to their specific needs and preferences. These include products that incorporate organic and natural ingredients, as millennials prioritize sustainability and clean beauty. Thus, packaging manufacturers in the skincare industry are investing more in research and development to meet these demands.

The revenue from skin care and facial care products in Germany grows steadily with the growing consumption rate of personal care products, increasing the demand for different formats of packaging made with glass, paper, and metal. The revenue increased from USD 3571.4 million in 2019 to USD 3702.3 million in 2023.

Packaging manufacturers must stay updated with the latest trends, consumer preferences, and regulatory requirements in the skincare industry. By doing so, they can effectively meet their clients' evolving demands and contribute to the growth of the skincare packaging market. Overall, skin care products are gaining traction in both males and females, and manufacturers have been pressured to create gender-specific products, causing them to shift from in-house packaging to contract packaging and manufacturing to scale up and reduce product costs.

Anti-aging skincare products contain beneficial ingredients that enhance skin texture and minimize fine lines and wrinkles. These products require appropriate packaging

materials to safeguard the efficacy of their formula. Employing innovative packaging designs is crucial to ensure the continued effectiveness of anti-aging products.

Innovative packaging solutions, such as airless pumps and dropper bottles, help preserve products' potency and shelf life while enhancing hygiene. Like QR codes, interactive packaging allows virtual product testing and personalized recommendations. There is also a growing focus on sustainability, with options for recyclable plastic or packaging made from sustainable materials like bamboo or biodegradable substances.

In June 2023, Croxsons, a leading glass packaging manufacturer, developed primary packaging for Necessary Good, a refillable skincare brand in London. Croxsons' lifestyle, beauty, health, and wellness division designed the glass containers. Necessary Good introduced essential products, including face mist, face wash, moisturizer, and micellar water.

### The United Kingdom Expected to Hold Significant Share in the Market

In the United Kingdom, the market is growing due to several factors, such as tube packaging offering many benefits over traditional packaging options like glass jars and plastic bottles. In addition to being convenient and versatile, they are affordable, eco-friendly, and provide active ingredient protection. As the production of tubes on a large scale can be done quickly and efficiently, the production cost is relatively low compared to other packaging materials and processes.

The use of tubes in the cosmetic industry is growing to pack Gels, creams, ointments, and serums, as they are ideal for tube packaging. With so many products on the market, consumers are becoming choosier than ever before. Having aesthetically appealing packaging without sacrificing product integrity is becoming increasingly important.

The online channel propped up performance throughout lockdown periods and experienced significant growth with spending rising. The development of the United Kingdom cosmetics market reflects the augmentation of the overall European market, characterized by a growing focus on quality, premiumization, and the increased presence of regional players. The gap between premium and mass products continued to widen, with a greater interest in premium products in the country, benefiting the market.

The market witnessed the growing popularity of premium cosmetic brands. With the innovations in the fashion industry, beauty products such as color cosmetics (including eyebrow liners, lipsticks, and foundation creams) have seen strong growth in sales. The trend towards a more minimalist makeup look and high-profile product launches witnessed consumers' increasing focus on organic face cosmetics.

According to the Office for National Statistics (UK), in the first quarter of 2023, personal care spending increased to around USD 9,752.2 million compared to the first quarter of 2021, which was around USD 6597.8 million. Personal care brands may invest in innovative and attractive packaging designs to attract consumers and differentiate their products. This could include environmentally friendly packaging materials, convenient packaging formats, or aesthetically pleasing designs. This innovation in packaging can stimulate market growth as brands seek to stay competitive in the expanding personal care market.

In order to follow the sustainability trends and cater to consumer preferences, manufacturers in the United Kingdom are increasingly introducing refillable products in the cosmetic packaging market. For instance, in July 2023, Croxsons, a United Kingdom glass bottle manufacturer, launched the new primary packaging for the refillable essential skincare brand Necessary Good. Two 100 ml and 200 ml glass bottle sizes are shaped like cylinders. The company's lifestyle, beauty, and health and wellness division has developed this glassware packaging.

## Europe Personal Care Packaging Industry Overview

The European personal care packaging market is fragmented due to the presence of players like AptarGroup Inc., Gerresheimer AG, Albea Group, and Silgan Holdings Inc., which are up-scaling the market with substantial R&D investments, driving toward the sustainability and digitization of the packaging industry in Europe.

September 2023: A France-based cosmetics company, L'Occitane, collaborated with Albéa to redesign their product range. The new tube is suitable for use in existing PE recycling systems in France and the rest of Europe. The packaging solution includes an all-plastic laminate and a Greenleaf tube certified by the Association of Plastic Recyclers. The tube has a multi-layer sleeve in HDPE.

June 2023: Switzerland-based Oriflame company collaborated with Alb?a, a France-based company, to launch Duologi, a new range of conditioners. Duologi was developed in line with sustainability objectives. It is presented in a metallic plastic barrier laminate (PBL) tube with no aluminum in the shell and a low PP profile. The technology used by Alb?a is fully compliant with the European MRP (high-density polyethylene) recycling stream.

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