

North America Cosmetic Packaging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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Abstracts

The North America Cosmetic Packaging Market size is estimated at USD 6.59 billion in 2024, and is expected to reach USD 8.17 billion by 2029, growing at a CAGR of 3.9% during the forecast period (2024-2029).

Cosmetic packaging plays an essential role in various kinds of cosmetic products. Various cosmetic packaging designs make the packaging look engaging and attractive. The increasing need for cosmetics to help consumers improve their beautiful appearance is anticipated to enhance the market's growth and demand for reusable packaging.

Key Highlights

North America has experienced higher levels of market re-arrangement in favor of clean, nutrient-rich brands. This has led to the growth of brands like RMS Beauty or Bite Beauty, which uses food-grade ingredients for its lipsticks and multi-sticks. The trends supporting the development of the packaging industry in the region include ongoing wellness and sustainability trends that increase consumer interest in personal care products. This trend is projected to continue, increasing the need for new packaging on similar lines.

In recent years, there has been an increase in consciousness regarding personal appearance among individuals, leading to an increased demand for cosmetic products and the growth of the cosmetic packaging market across the region.

The cosmetics market is undergoing an increased need for premium products, resulting

in a growing demand for innovative and premium packaging. A rising demand for high-end cosmetics products drives the need for creative and premium packaging. This trend toward premiumization is causing an increase in the use of upscale packaging made of glass and other specialty materials. However, raw material price fluctuations can hinder the market's growth.

The cosmetic industry has varied packaging requirements. The cosmetics industry now seems united to reduce the usage of plastic packaging through innovative packaging strategies and refined formulations. Glass is one of the oldest packaging materials, which is nonporous and impermeable. It does not degrade, providing chemically inert properties. Glass adds to the premium appeal of the products and allows buyers to see the content and its color, thus giving them an idea of what they are getting. This is one of the main reasons for the high adoption rate of glass packaging among premium cosmetics brands across North America.

There has been a significant growth in the popularity of natural and organic cosmetics due to the increased awareness of the risks of synthetic beauty products, which are laden with chemicals that can cause skin cancers, Alzheimer's, allergies, and congenital disabilities.

As per news published by the global cosmetics industry in December 2023, makeup emerged as the strongest-performing category in the US cosmetics market. The report further stated that economic stress can make consumers purchase less overall, but it also encourages spending on feel-good products within their reach.

North America Cosmetic Packaging Market Trends

Glass Material is Expected to Register Significant Growth

Glass is a highly sustainable product, which means it can be recycled indefinitely, and there is no loss in quantity. This type of packaging allows for unique design and innovation, offering exceptional product differentiation for brands in the skincare and fragrance segments.

The cosmetics industry in the region has matured and is working together to reduce plastic pollution. The players in the market are using new packaging strategies and refined formulations to achieve this. Verescence, a company that launched Proenza Schouler's debut scent named 'Arizona,' used an innovative glass-making process called SCULPT'in technology to create a unique glass bottle with an asymmetric

distribution of glass. These technological advancements have helped companies expand their offering.

The glass bottle market is experiencing significant growth in the North American cosmetic industry due to the rapidly expanding nail care products market. This growth is fueled by the popularity of gel formulas and artistic manicures, while traditional liquid nail polishes are still expected to increase in demand.

The cosmetics industry is growing unprecedentedly, with record revenues being generated. Sectors such as men's grooming and natural/organic cosmetics are gaining market share rapidly. Moreover, social media, eco-consciousness, and cause-based consumerism significantly influence purchasing decisions. The cosmetics industry is an ever-changing behemoth that has become an integral part of the economy. These are some of the critical factors that will also help the market grow further in the future.

As per Happi Magazine, the color cosmetics sales in the United States in 2023 stood at USD 7.20 billion. Facial cosmetics acquired a significant market share, generating a revenue of USD 2.30 billion. The demand for color cosmetics in the United States influences cosmetic packaging trends, fostering innovations in materials, designs, and functionalities to meet evolving consumer preferences and market demands.

Canada Expected to Register Significant Growth

Over the long term, with the rising awareness about the benefits of natural ingredients, the popularity of natural cosmetics is expected to accelerate. This, coupled with the steady rise in the purchase of premium functional products in the country over the years, is expected to aid the market's recovery over the forecast period.

Moreover, the increasing demand for natural or organic, no animal tested, and cruelty-free cosmetic products and innovative and eco-friendly packaging designs is expected to enhance the market further in the country. In addition, social media and e-commerce channels have also significantly increased the popularity and availability of cosmetics and skincare segments, driving the industry's growth. The country witnessed a significant increase in household expenditure due to the inclination of people toward spending on appearance and an increasing settlement of the ex-pat population in the country.

The manufacturers are focused more on innovative packaging of products as men and women are attracted to the design and exclusive product packaging. There has also been a rise in the utilization of cosmetics among men in their daily regimes. This is expected to boost Canada's cosmetics products market further.

Canada's economic recovery allows US companies to become involved in a growing market. Canada's strong and vibrant economy provides a reliable market for American cosmetic companies seeking to enter and grow within the cosmetics market. The industry encompasses many products, including but not limited to soaps, makeup, makeup, nail adhesives, tattoo inks, and hair dyes.

According to Canadian Broadcasting Corporation news published in November 2023, cosmetics became a reliable business driver for pharmacy and drugstore retailers. Loblaw, a retail Canadian company, reported that its healthy earnings are not because the grocer is taking advantage of food inflation but are partly due to sales growth in high-margin areas like cosmetics.

Developing new cosmetic materials and bio-actives is integral to the Canadian cosmetics manufacturing industry. Success within the industry depends mainly on product innovation, compelling sales and marketing, and efficient operations.

As per Statistics Canada, the Canadian market generated USD 1380.84 million in the third quarter of 2023 through its retail cosmetics and fragrances sales. The steady sales of cosmetics and fragrances in Canada are driving innovation in North American cosmetic packaging, focusing on sustainability, convenience, and aesthetic appeal to cater to evolving consumer preferences. The surge in demand is prompting cosmetic brands to invest in eco-friendly materials, user-friendly designs, and visually appealing packaging to capture market share and enhance brand perception across the continent.

North America Cosmetic Packaging Industry Overview

The North American cosmetic packaging market is consolidated with the presence of major players like Albea SA, AptarGroup Inc., and Graphic Packaging Holding Co. dominating market share. Vendors in the market are leveraging partnerships and acquisitions as a competitive strategy and are focusing on climate-friendly packaging solutions that are both renewable and recyclable. For instance,

In November 2023, Quadpack began the production of its airless products in the United States by partnering with US injection molding company Colt's Plastics. The company offers its best-selling Regula Airless Refill range locally to regional brands, with quicker lead times and a reduced carbon footprint. Regula Airless Refill is one of the first ranges to be introduced. This high-end solution combines all the advantages of airless technology, including formula protection, a high restitution rate, precision dosage, and 360-degree usage, with an eco-design.

In September 2023, Alb?a Tubes partnered with French cosmetics brand L'Occitane to redesign the packaging of Alb?a's 30 ml hand cream collection. The new packaging solution features an all-plastic laminate and an Association of Plastic Recyclers-certified Greenleaf tube with a multilayer sleeve in high-density polyethylene (HDPE). The new tube is recyclable in existing PE recycling streams in France, Europe, and the United States.

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Contents

1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHTS

- 4.1 Market Overview
- 4.2 Industry Value Chain Analysis
- 4.3 Industry Attractiveness - Porter's Five Forces Analysis
 - 4.3.1 Bargaining Power of Suppliers
 - 4.3.2 Bargaining Power of Buyers
 - 4.3.3 Threat of New Entrants
 - 4.3.4 Threat of Substitute Products
 - 4.3.5 Intensity of Competitive Rivalry

5 MARKET DYNAMICS

- 5.1 Market Drivers
 - 5.1.1 Increasing Consumption of Cosmetic Products
 - 5.1.2 Increasing Focus on Innovation and Attractive Packaging
- 5.2 Market Restraints
 - 5.2.1 Growing Sustainability Concerns

6 MARKET SEGMENTATION

- 6.1 By Material Type
 - 6.1.1 Plastic
 - 6.1.2 Glass
 - 6.1.3 Metal
 - 6.1.4 Paper
- 6.2 By Product Type
 - 6.2.1 Plastic Bottles & Containers

- 6.2.2 Glass Bottles & Containers
- 6.2.3 Metal Containers
- 6.2.4 Folding Cartons
- 6.2.5 Corrugated Boxes
- 6.2.6 Tubes & Sticks
- 6.2.7 Caps & Closures
- 6.2.8 Pump & Dispenser
- 6.2.9 Droppers
- 6.2.10 Ampoules
- 6.2.11 Flexible Plastic Packaging
- 6.3 By Cosmetic Type
 - 6.3.1 Hair Care
 - 6.3.2 Color Cosmetics
 - 6.3.3 Skin Care
 - 6.3.4 Men's Grooming
 - 6.3.5 Deodorants
 - 6.3.6 Other Cosmetic Types
- 6.4 By Country
 - 6.4.1 United States
 - 6.4.2 Canada

7 COMPETITIVE LANDSCAPE*

- 7.1 Company Profiles
 - 7.1.1 Albea SA
 - 7.1.2 HCP Packaging Co. Ltd
 - 7.1.3 Berry Global Group
 - 7.1.4 Silgan Holdings Inc.
 - 7.1.5 DS Smith PLC
 - 7.1.6 Libo Cosmetics Company Ltd
 - 7.1.7 AptarGroup Inc.
 - 7.1.8 Amcor PLC
 - 7.1.9 Cosmopak Ltd
 - 7.1.10 Quadpack Industries SA
 - 7.1.11 Rieke Corp.
 - 7.1.12 Gerresheimer AG
 - 7.1.13 Berlin Packaging LLC

8 INVESTMENT ANALYSIS

9 FUTURE OF THE MARKET

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