

# **Personal Care Packaging Market Forecasts to 2034 – Global Analysis By Product (Men's Grooming, Deodorants, Hair Care, Oral Care, Color Cosmetics, Skin Care, Other Products ), Packaging Type, Material and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Personal Care Packaging Market is accounted for \$42.0 billion in 2026 and is expected to reach \$76.0 billion by 2034 growing at a CAGR of 7.7% during the forecast period. Personal care packaging refers to the design and production of packaging solutions for products related to personal hygiene and beauty. This sector encompasses a diverse range of items, including skincare products, cosmetics, hair care items, and toiletries. The packaging plays a crucial role in protecting the product from external factors such as light, air, and contaminants while also serving as a marketing tool, influencing consumer choices. Innovations in materials, shapes, and sustainability are key trends in personal care packaging as the industry strives to meet consumer demands for both functional and environmentally conscious packaging solutions.

According to Cosmetics Europe @ @- @ @the Personal Care Association, the skin care category holds the largest share of the European market, valued at USD 26.92 billion in 2022. It is followed by the toiletries category with USD 22.61 billion, haircare products with USD 16.51 billion, fragrances/perfumes at USD 14.72 billion, and decorative cosmetics with USD 12.09 billion in 2022.

## **Market Dynamics:**

### **Driver:**

## Globalization of brands

Consumers today seek familiarity and trust in well-known brands, leading companies to standardize packaging designs to maintain a cohesive global image. Cost efficiencies in production and distribution are achieved through standardized packaging, facilitating easier market entry and expansion. The rise of e-commerce further accelerates this trend as brands aim to create a seamless and recognizable online shopping experience. Additionally, regulatory harmonization and sustainability considerations also play a role as globalized brands adapt packaging to comply with international standards and meet evolving environmental expectations.

### **Restraint:**

#### Supply chain disruptions

Supply chain disruptions in the personal care packaging market can result from various factors, including raw material shortages, transportation challenges, and geopolitical uncertainties. These disruptions can lead to delays in production, increased costs, and difficulty meeting demand. Shortages of essential packaging materials or components can hamper the manufacturing process, affecting the timely delivery of products to consumers.

### **Opportunity:**

#### Smart packaging technologies

Smart packaging technologies offer a significant opportunity in the personal care packaging market by enhancing consumer engagement and product functionality. These technologies, such as RFID tags, QR codes, and sensors, enable brands to provide real-time information, personalized promotions, and usage instructions to consumers. This not only enhances the overall user experience but also facilitates brand loyalty. Additionally, smart packaging aids in inventory management, supply chain visibility, and anti-counterfeiting measures, ensuring product safety and quality.

### **Threat:**

#### Counterfeiting and brand protection

Counterfeiting poses a major threat to the personal care packaging market as it

undermines the integrity of brands and jeopardizes consumer safety. Unscrupulous actors imitate popular personal care products, flooding the market with counterfeit packaging that often contains substandard or harmful contents. This not only leads to financial losses for authentic brands but also erodes consumer trust. To mitigate this threat, robust brand protection measures are essential, including the use of advanced packaging technologies like holograms, QR codes, and tamper-evident features.

### **Covid-19 Impact:**

Heightened awareness of hygiene and sanitation has made a surge in demand for personal care products, driving the need for innovative and secure packaging solutions. Consumers' preference for safety and convenience has led to an increased focus on sustainable and user-friendly packaging designs. Simultaneously, disruptions in the supply chain and manufacturing processes have posed challenges, affecting production and distribution. The market has witnessed a shift towards e-commerce channels as consumers increasingly prefer online shopping for personal care items, influencing packaging requirements to accommodate safe transit.

The flexible plastic packaging segment is expected to be the largest during the forecast period

The flexible plastic packaging segment is experiencing robust growth in the personal care packaging market due to its versatile and innovative characteristics. The material's flexibility allows for creative and customizable designs, meeting the diverse packaging needs of personal care products. Its lightweight nature contributes to cost efficiency in transportation and distribution. Furthermore, advancements in sustainable and eco-friendly flexible plastic packaging options have propelled its adoption, aligning with the growing consumer demand for environmentally conscious choices in the personal care sector.

The skin care segment is expected to have the highest CAGR during the forecast period

The skincare products segment is experiencing substantial growth in the market due to heightened consumer awareness and an increasing emphasis on personal well-being. As individuals prioritize skincare routines, the demand for innovative and specialized packaging solutions has surged. Brands are incorporating advanced materials and designs to ensure product efficacy, longevity, and user convenience. Additionally, the continuous introduction of new formulations and the global beauty industry's dynamic nature contribute to a thriving market for skincare packaging solutions.

**Region with largest share:**

North America's personal care packaging market has experienced significant growth. Increasing consumer demand for innovative and eco-friendly packaging solutions has spurred investments in research and development, leading to the introduction of sustainable packaging materials. The region's focus on premium and convenient packaging formats, coupled with a rising awareness of personal care and grooming, has further fueled market expansion. E-commerce trends and the surge in online beauty and personal care sales have also contributed to the heightened demand for secure and aesthetically pleasing packaging in North America.

**Region with highest CAGR:**

The Asia Pacific region has witnessed sustainable growth in the market due to combination of economic factors, changing consumer preferences, and a heightened emphasis on sustainability. Rising disposable incomes, changing lifestyles, and a growing awareness of personal grooming have fueled the demand for innovative and aesthetically appealing packaging solutions. The increasing penetration of e-commerce has played a pivotal role in driving the sales of personal care products, thereby boosting the demand for advanced packaging. Additionally, manufacturers are also focusing on sustainable and eco-friendly packaging solutions, aligning with the region's increasing environmental consciousness.

**Key players in the market**

Some of the key players in Personal Care Packaging market include Albea SA, Amcor PLC, Ampac Holding, AptarGroup Inc., Ardagh Group, Cosmopak Ltd, DS Smith PLC, Gerresheimer AG, Graham Packaging Company, HCP Packaging Co. Ltd , ITC, Libo Cosmetics Company Ltd, Quadpack Industries SA, Raepak Ltd, Rieke Packaging Systems Ltd, RPC Group Plc (Berry Global Group), Silgan Holdings Inc., Sonoco Products and WestRock Company.

**Key Developments:**

In November 2023, WestRock, a prominent player in sustainable fibre-based paper and packaging solutions, has recently entered into two virtual power purchase agreements (VPPAs) with ENGIE North America. This collaboration is aimed at injecting renewable energy into the US energy grid, signalling WestRock's commitment to curbing

greenhouse gas emissions.

In October 2023, British packaging company DS Smith has announced the launch of its new research & development (R&D) and innovation centre, called 'R8'. The facility, which is located near Birmingham in the UK, is home to the company's group innovation and R&D teams. R8 includes a total of four laboratories, a 4,000m<sup>2</sup> pilot hall, conditioning chambers, an ideation and design studio along with prototyping areas.

#### Products Covered:

Men's Grooming

Deodorants

Hair Care

Oral Care

Color Cosmetics

Skin Care

Other Products

#### Packaging Types Covered:

Bags & Pouches

Caps and Closures

Trays & Films

Flexible Plastic Packaging

Pump and Dispenser

Bottles and Containers

Metal Containers

Folding Cartons

Corrugated Boxes

Tube and Stick

Other Packaging Types

Materials Covered:

Glass

Paper

Metal

Plastic

Other Materials

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

**What our report offers:**

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

**Free Customization Offerings:**

All the customers of this report will be entitled to receive one of the following free customization options:

**Company Profiling**

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

**Regional Segmentation**

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

**Competitive Benchmarking**

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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