

Spout Pouch for Cosmetic Market Forecasts to 2030 – Global Analysis By Product Type (Body Lotions and Creams, Shampoos and Conditioners, Face Cleansers and Serums, Hair Oils and Serums and Other Product Types), Material, Size, Distribution Channel, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Spout Pouch for Cosmetic Market is accounted for \$3.04 billion in 2024 and is expected to reach \$5.24 billion by 2030 growing at a CAGR of 9.5% during the forecast period. A flexible, stand-up bag with an integrated spout for convenient dispensing of liquid, gel, or cream-based cosmetics is called a cosmetics spout pouch. These pouches are more convenient, portable, and environmentally friendly than conventional plastic bottles, and are commonly used for products including shampoos, lotions, serums, and body washes. They are perfect for both retail and travel-size packaging because they are lightweight, resalable, and customized. Spout pouches are becoming more and more well-liked in the cosmetics sector due to their resource efficiency and sustainability.

According to the Flexible Packaging Association (FPA), developments in production processes and material innovation have decreased the weight of some flexible packaging by approximately 50%.

Market Dynamics:

Driver:

Rising demand for personal care products

The increasing awareness about skin and hair health, coupled with the desire to maintain a youthful appearance, drives market growth. Furthermore, the rise of social media and beauty influencers has fuelled consumer interest in trying new and innovative products. The shift towards natural and organic personal care items also boosts demand, as individuals seek safer and eco-friendly options. Additionally, the growing disposable income in emerging economies allows consumers to spend more on premium personal care products. This trend is expected to continue, leading to substantial growth in the personal care market.

Restraint:

Limited perceived premium appeal

The low perceived luxury appeal is one of the main factors limiting the market for cosmetic spout pouches. Glass bottles and upscale plastic containers are examples of conventional packaging styles that many customers identify with refinement, luxury, and quality. This makes spout pouches seem less glitzy or high-end, especially when it comes to luxury brands or expensive cosmetics. This idea may prevent spout pouches from becoming widely used in markets where premium packaging and aesthetics are important factors in consumer choice. Consequently, brands targeting the premium market may hesitate to use spout pouches, preferring more traditional packaging options.

Opportunity:

Growing adoption of eco-friendly packaging

The increasing environmental awareness among consumers presents a significant opportunity for the personal care market. As individuals become more conscious of their ecological footprint, they are seeking products with eco-friendly packaging. Additionally, regulatory pressures and initiatives promoting sustainability drive companies to innovate in this area. The adoption of eco-friendly packaging not only enhances brand reputation but also aligns with consumers' values, fostering brand loyalty. This trend is expected to gain momentum, providing companies with a competitive edge in the market.

Threat:

Storage and display limitations

Retailers may find it difficult to effectively store and display these products due to their unique shape and flexibility. This limitation can affect the visibility and accessibility of the products on store shelves, potentially impacting sales. Additionally, the fragility of spout pouches can lead to damage during transportation and handling, resulting in product loss and increased costs. The need for specialized storage solutions and displays can also increase operational expenses for retailers.

Covid-19 Impact

The Covid-19 pandemic has significantly impacted the personal care market, including the spout pouch market. With lockdowns and social distancing measures in place, consumers have shifted towards online shopping for personal care products. This change in purchasing behavior has led to an increased demand for convenient and hygienic packaging solutions, such as spout pouches. Additionally, the focus on health and hygiene has driven the demand for products with protective packaging that minimizes contamination risks. Consequently, the pandemic has accelerated the adoption of innovative packaging solutions in the personal care market.

The aluminum laminates segment is expected to be the largest during the forecast period

The aluminum laminates segment is expected to account for the largest market share during the forecast period, due to its superior barrier properties. Aluminum laminates effectively protect products from moisture, light, and oxygen, ensuring extended shelf life. Additionally, aluminum laminates offer a premium look and feel, enhancing the overall appeal of the packaged products. The growing demand for high-quality and long-lasting cosmetic packaging drives the adoption of aluminum laminates.

The online retail segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the online retail segment is predicted to witness the highest growth rate, due to the increasing preference for e-commerce platforms. Consumers are increasingly turning to online shopping for convenience, wider product selection, and competitive pricing. Additionally, the integration of advanced technologies, such as augmented reality (AR) and virtual try-on features enhances the online shopping experience. The Covid-19 pandemic has further accelerated the shift towards online retail, making it a preferred channel for many consumers.

Region with largest share:

During the forecast period, Asia Pacific region is expected to hold the largest market share, due to the rapid economic growth and rising consumer spending. The increasing population and urbanization in countries like China and India contribute to the expanding consumer base. Additionally, the growing awareness about personal care and grooming among consumers drives market demand. Moreover, the shift towards online retail and the influence of social media on purchasing decisions boost the market in this region.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to the growing adoption of digital technologies and e-commerce. Due to its convenience and accessibility, online shopping is becoming more and more popular among North American consumers for personal care products. The region's well-established infrastructure and high internet penetration support the growth of online retail. The focus on sustainability and eco-friendly packaging solutions aligns with consumer preferences, driving market growth.

Key players in the market

Some of the key players profiled in the Spout Pouch for Cosmetic Market include Amcor Plc, Merrill Company, Inc., Mondi Group, Sealed Air Corporation, Smurfit Kappa Group, Scholle IPN, Uflex Ltd., Berry Global, Inc., Huhtamaki Oyj, Winpak Ltd., ProAmpac LLC, Sappi Limited, Innovia Films Ltd., Tetra Pak, Coveris, Clear Lam Packaging, Inc., and Lakeland Industries, Inc.

Key Developments:

In February 2025, Amcor is partnering with leading Australian bread manufacturer Tip Top Bakeries to introduce new bread bags that are made with 30% recycled plastic using the ISCC mass balance approach.

In August 2024, Sealed Air introduces BUBBLE WRAP® brand Ready-To-Roll Embossed Paper, combining the proven effectiveness of BUBBLE WRAP® brand cushioning with curbside-recyclable embossed paper. Perfect for pack station environments, this durable, lightweight solution conforms to a variety of shapes as it

wraps and protects.

Product Types Covered:

Body Lotions and Creams

Shampoos and Conditioners

Face Cleansers and Serums

Hair Oils and Serums

Other Product Types

Materials Covered:

Aluminum Laminates

Compostable Films

Plastic

Aluminum

Paper

Other Materials

Sizes Covered:

Up to 100ml

100ml-150ml

200ml-250ml

250ml-500ml

500ml-1000ml

Distribution Channels Covered:

Supermarkets/Hypermarkets

Online Retail

Specialty Stores

End Users Covered:

Hair Colorants and Dyes

Personal Care and Cosmetics

Fragrances

Other End Users

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 2022, 2023, 2024, 2026, and 2030
- 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

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 End User Analysis
- 3.8 Emerging Markets
- 3.9 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL SPOUT POUCH FOR COSMETIC MARKET, BY PRODUCT TYPE

- 5.1 Introduction
- 5.2 Body Lotions and Creams
- 5.3 Shampoos and Conditioners
- 5.4 Face Cleansers and Serums
- 5.5 Hair Oils and Serums
- 5.6 Other Product Types

6 GLOBAL SPOUT POUCH FOR COSMETIC MARKET, BY MATERIAL

- 6.1 Introduction
- 6.2 Aluminum Laminates
- 6.3 Compostable Films
- 6.4 Plastic
- 6.5 Aluminum
- 6.6 Paper
- 6.7 Other Materials

7 GLOBAL SPOUT POUCH FOR COSMETIC MARKET, BY SIZE

- 7.1 Introduction
- 7.2 Up to 100ml
- 7.3 100ml-150ml
- 7.4 200ml-250ml
- 7.5 250ml-500ml
- 7.6 500ml-1000ml

8 GLOBAL SPOUT POUCH FOR COSMETIC MARKET, BY DISTRIBUTION CHANNEL

- 8.1 Introduction
- 8.2 Supermarkets/Hypermarkets
- 8.3 Online Retail
- 8.4 Specialty Stores

9 GLOBAL SPOUT POUCH FOR COSMETIC MARKET, BY END USER

- 9.1 Introduction

- 9.2 Hair Colorants and Dyes
- 9.3 Personal Care and Cosmetics
- 9.4 Fragrances
- 9.5 Other End Users

10 GLOBAL SPOUT POUCH FOR COSMETIC MARKET, BY GEOGRAPHY

- 10.1 Introduction
- 10.2 North America
 - 10.2.1 US
 - 10.2.2 Canada
 - 10.2.3 Mexico
- 10.3 Europe
 - 10.3.1 Germany
 - 10.3.2 UK
 - 10.3.3 Italy
 - 10.3.4 France
 - 10.3.5 Spain
 - 10.3.6 Rest of Europe
- 10.4 Asia Pacific
 - 10.4.1 Japan
 - 10.4.2 China
 - 10.4.3 India
 - 10.4.4 Australia
 - 10.4.5 New Zealand
 - 10.4.6 South Korea
 - 10.4.7 Rest of Asia Pacific
- 10.5 South America
 - 10.5.1 Argentina
 - 10.5.2 Brazil
 - 10.5.3 Chile
 - 10.5.4 Rest of South America
- 10.6 Middle East & Africa
 - 10.6.1 Saudi Arabia
 - 10.6.2 UAE
 - 10.6.3 Qatar
 - 10.6.4 South Africa
 - 10.6.5 Rest of Middle East & Africa

11 KEY DEVELOPMENTS

- 11.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 11.2 Acquisitions & Mergers
- 11.3 New Product Launch
- 11.4 Expansions
- 11.5 Other Key Strategies

12 COMPANY PROFILING

- 12.1 Amcor Plc
- 12.2 Merrill Company, Inc.
- 12.3 Mondi Group
- 12.4 Sealed Air Corporation
- 12.5 Smurfit Kappa Group
- 12.6 Scholle IPN
- 12.7 Uflex Ltd.
- 12.8 Berry Global, Inc.
- 12.9 Huhtamaki Oyj
- 12.10 Winpak Ltd.
- 12.11 ProAmpac LLC
- 12.12 Sappi Limited
- 12.13 Innovia Films Ltd.
- 12.14 Tetra Pak
- 12.15 Coveris
- 12.16 Clear Lam Packaging, Inc.
- 12.17 Lakeland Industries, Inc.

List Of Tables

LIST OF TABLES

- 1 Global Spout Pouch for Cosmetic Market Outlook, By Region (2022-2030) (\$MN)
- 2 Global Spout Pouch for Cosmetic Market Outlook, By Product Type (2022-2030) (\$MN)
- 3 Global Spout Pouch for Cosmetic Market Outlook, By Body Lotions and Creams (2022-2030) (\$MN)
- 4 Global Spout Pouch for Cosmetic Market Outlook, By Shampoos and Conditioners (2022-2030) (\$MN)
- 5 Global Spout Pouch for Cosmetic Market Outlook, By Face Cleansers and Serums (2022-2030) (\$MN)
- 6 Global Spout Pouch for Cosmetic Market Outlook, By Hair Oils and Serums (2022-2030) (\$MN)
- 7 Global Spout Pouch for Cosmetic Market Outlook, By Other Product Types (2022-2030) (\$MN)
- 8 Global Spout Pouch for Cosmetic Market Outlook, By Material (2022-2030) (\$MN)
- 9 Global Spout Pouch for Cosmetic Market Outlook, By Aluminum Laminates (2022-2030) (\$MN)
- 10 Global Spout Pouch for Cosmetic Market Outlook, By Compostable Films (2022-2030) (\$MN)
- 11 Global Spout Pouch for Cosmetic Market Outlook, By Plastic (2022-2030) (\$MN)
- 12 Global Spout Pouch for Cosmetic Market Outlook, By Aluminum (2022-2030) (\$MN)
- 13 Global Spout Pouch for Cosmetic Market Outlook, By Paper (2022-2030) (\$MN)
- 14 Global Spout Pouch for Cosmetic Market Outlook, By Other Materials (2022-2030) (\$MN)
- 15 Global Spout Pouch for Cosmetic Market Outlook, By Size (2022-2030) (\$MN)
- 16 Global Spout Pouch for Cosmetic Market Outlook, By Up to 100ml (2022-2030) (\$MN)
- 17 Global Spout Pouch for Cosmetic Market Outlook, By 100ml-150ml (2022-2030) (\$MN)
- 18 Global Spout Pouch for Cosmetic Market Outlook, By 200ml-250ml (2022-2030) (\$MN)
- 19 Global Spout Pouch for Cosmetic Market Outlook, By 250ml-500ml (2022-2030) (\$MN)
- 20 Global Spout Pouch for Cosmetic Market Outlook, By 500ml-1000ml (2022-2030) (\$MN)
- 21 Global Spout Pouch for Cosmetic Market Outlook, By Distribution Channel

(2022-2030) (\$MN)

22 Global Spout Pouch for Cosmetic Market Outlook, By Supermarkets/Hypermarkets

(2022-2030) (\$MN)

23 Global Spout Pouch for Cosmetic Market Outlook, By Online Retail (2022-2030)

(\$MN)

24 Global Spout Pouch for Cosmetic Market Outlook, By Specialty Stores (2022-2030)

(\$MN)

25 Global Spout Pouch for Cosmetic Market Outlook, By End User (2022-2030) (\$MN)

26 Global Spout Pouch for Cosmetic Market Outlook, By Hair Colorants and Dyes

(2022-2030) (\$MN)

27 Global Spout Pouch for Cosmetic Market Outlook, By Personal Care and Cosmetics

(2022-2030) (\$MN)

28 Global Spout Pouch for Cosmetic Market Outlook, By Fragrances (2022-2030)

(\$MN)

29 Global Spout Pouch for Cosmetic Market Outlook, By Other End Users (2022-2030)

(\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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