

THAT'S A GOOD LOOK

Personal Care Packaging Market Grows



PMMI, The Association for Packaging and Processing Technologies, reported on global trends driving the demand for personal care packaging.

PMMI's Personal Care Report offers fresh insights into the world of health and beauty packaging.

Plenty of Room for Growth

UNITED STATES

The personal care packaging market is estimated at \$4 to \$5.1 billion.



GLOBALLY

The personal care packaging market is expected to increase with an estimated **annual growth rate of 5.5% over the next five years, reaching up to \$38.1 billion by 2019.**



Boxes, Bottles & Tubes



Cartons have seen the most growth since 2010, increasing from 9% of the market to 19%.



Bottles are the most common packaging type used and are expected to grow 28% by 2019.

Plastic is the most popular packaging material by far and is expected to grow 12% by 2019.



About two-thirds of personal care products come in liquid form, while about 20% come as semi-solids, solids and powder.

Top 5 Industry Trends and Challenges



SUSTAINABILITY

Using less packaging material overall and finding biodegradable alternatives (e.g., plant-based resins) to standard plastic is a priority.



CONSUMER NEEDS AND EXPECTATIONS

Products of "convenience" such as smaller/portable packages, travel-sized toothbrushes, makeup remover wipes, dry shampoo and instant hand sanitizers are surging.



INNOVATION

New levels of automation that can keep overall production costs low and an increased usage of smart technology on basic equipment are seen as an industry need.



FLEXIBILITY

The demand for a variety of formats demands flexibility. Easy changeover and minimal downtime are must-haves.



GLOBALIZATION

As the middle class grows in developing countries, consumers have more disposable income, leading to an increased demand for personal care products, so expect faster growth in the Asia Pacific and Latin American markets. Growth in well-developed markets, such as **North America, Europe and Japan** is on the horizon, but likely at a slower pace.

C O - L O C A T E D



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