



# Beauty and Personal Care Packaging in the US

June 2023

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## Beauty and Personal Care Packaging in the US - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Hair care continues regaining share from bath and shower in beauty and personal care packaging in 2022

Folding cartons are the most popular pack type in US beauty and personal care products

Smaller pack sizes popular in 2022 due to offering convenience and affordability

#### PROSPECTS AND OPPORTUNITIES

APG's refillable stick packaging to be launched in 2023

Continued move towards sustainability, with less packaging and more recycled materials

## Beauty and Personal Care Packaging in the US - Company Profiles

## Packaging Industry in the US - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Thin wall plastic containers gaining share in meals and soups as they offer excellent barrier properties

Consumers prefer multipacks as they offer better value for money

Brands offer smaller pack sizes as they are suitable for on-the-go consumption

Cost-effectiveness is one of the main factors behind the usage of folding cartons

Eco-friendly pack types are gaining ground in home care packaging

### PACKAGING LEGISLATION

Ban on single-use plastic increases the usage of sustainable packaging

### RECYCLING AND THE ENVIRONMENT

Sustainability driving brands to invest in innovative packaging solutions

Table 1 - Overview of Packaging Recycling and Recovery in the US: 2020/2021 and Targets for 2022

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