

Beauty and Personal Care Packaging: Key Trends and Innovations

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GLOBAL OUTLOOK

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HYGIENE AND WELLNESS

Health, wellbeing and hygiene paramount to consumers

Focus on health, hygiene and wellbeing: impact on packaging

Fast-growing volumes of hand sanitisers translate into new launches

Jo Love 2-in-1 hand sanitiser and cream in a dual-chamber tube

Flexible paper to lead gains in bath and shower packaging

Growing hygienic habits benefit oral care

Growing penetration of rigid packaging in hair care products in Asia

Lotion pumps offer a limited contribution to hygienic dispensing

Demand for touchless beauty creates opportunities for stick formats

Ingredient safety and transparency are increasingly paramount

Beauty innovations tap into wellbeing and self-care

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Asia Pacific and Latin America champion refillables in plastic pouches
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Unilever's refillable Dove deodorants help reduce packaging waste
Solid formats on the rise in toiletries
Plastic tubes finally join the circular economy
Personalisation addresses consumer diversity and sustainability pursuits

L'Oréal's Rouge sur Mesure beauty device offers experience and inclusivity

Consumers expect brands to deliver positive change

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Growing shift towards online beauty globally
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Packaging fit to be shipped and delivered through the letter box
Nae's solid beauty set exclusively targets e-commerce
A new creative way of sampling fragrances at home by Escentual
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