

Beauty and Personal Care Packaging Trends - UK - November 2014

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“The visual design of beauty products remains of high importance to consumers, especially in markets such as fragrances. There are therefore opportunities for packaging trends to assist in sales growth in the beauty and personal care markets, offering consumers personalised options, diagnostic and technological advancements and more efficient storage solutions.”

Charlotte Libby, Senior Beauty Analyst

This report looks at the following areas:

- Environmentally friendly initiatives can inspire loyalty
- BPC packaging needs to adapt for ageing consumers
- Younger Millennials seek BPC packaging for home décor

Packaging is paramount in the beauty and personal care (BPC) sector; it must be both aesthetic and functional. However, consumer expectations on a category basis continue to shape the proportion of design attributed to each component. Colour cosmetics and haircare, for example, may require more practical packaging, whilst for more prestigious categories, like fragrances, the visual appeal of the packaging is a key consideration.

Recently, the issue of recycling and sustainable packaging has been a focus of the BPC market, as well as products that are customisable. Consumer research for this report covers the preferred characteristics and attributes of BPC product packaging around four flagship product types, as well as the information consumers read on-pack and interest in future new packaging developments.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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