



Beauty and Personal Care Packaging in the US

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Macroeconomic pressures and consumer preferences influencing beauty and personal care packaging
Reinforcing consumer trust through transparent packaging in the beauty and personal care industry
Squeezable plastic tubes still relevant in the market due to practicality, sustainability and consumer appeal

PROSPECTS AND OPPORTUNITIES

Growth in beauty and personal care packaging will be driven by economic resilience and continuous innovation
Circular and regenerative economies are transforming beauty and personal care packaging

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Beauty and Personal Care Packaging in the US - Company Profiles

Packaging Industry in the US - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Food packaging is shifting towards sustainable materials and portion-controlled formats
Sustainable formats like rPET, cans and pouches are reshaping beverage packaging.
Aluminium cans gaining share in alcoholic drinks packaging
Circular and sustainable packaging innovations transforming beauty and personal care
Refillable systems and green materials driving change in home care packaging
Sustainable and convenient packaging trends redefining pet food

PACKAGING LEGISLATION

The transformation of packaging laws in the US promotes sustainable solutions and producer accountability
Proposed circular economy law raises questions on recycling future
California's plastic pollution law sets new benchmark for sustainable packaging

RECYCLING AND THE ENVIRONMENT

Deposit Return Schemes gain momentum to boost recycling rates in the US
Compostable packaging becoming a leading solution to plastic waste

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