



SKINTELLIGENCE

RESULTS WITHOUT THE RX
Empowered by internet research and social media, consumers aren't shying away from no-frills, results-focused skincare formulations with higher percentages of active ingredients like acids, single vitamins, and probiotics

PACKAGING IMPLICATIONS
Minimalist, clean, easy dispensing, hygienic, accurate dosing



Go-To®



REN®

SUSTAINABILITY

A WHOLE NEW WORLD
With 40% of all plastic being used for single-use packaging, brands are looking to reduce their environmental impact via alternative resins, full lifecycle models, with some going as far as reformulating their products to be solid and water-free, requiring no packaging at all.

PACKAGING IMPLICATIONS
Refillable, cartridge-based, zero-waste, full lifecycle, use of bioresins and ocean plastic, or highly recyclable materials like glass and aluminum



Rituals®

NOW TRENDING

Beauty

With the color cosmetics market projected to be worth **\$79bn by 2026** and facial skincare worth **\$180.3bn by 2024**, consumers' desire for beauty does not appear to be slowing down. With so many new products on the market, brands must pay attention to consumers' evolving priorities to compete. How are lifestyle trends affecting the category today, and how can brands use packaging to better connect with consumers and fulfill their needs?

GOING VIRAL

BORN ONLINE
Social media and ecommerce have allowed brands to reach consumers faster than ever. Today, influencers are taking advantage of their large following by promoting and collaborating with big brands or starting their own.

PACKAGING IMPLICATIONS
Eye-catching, shareable, able to withstand the ecommerce journey, subscription-based, direct-to-consumer



Amazon®



Sauce Beauty®



Origins®



Farmacy®

WELLNESS

BEAUTY RITUAL AS SELF CARE
Beauty is no longer just about one's appearance. It's about physical and mental wellness and clean, non-toxic products. Brands are branching out to include dietary supplements, aromatherapy, food-inspired formulations, and calming, plant-derived ingredients in their offerings.

PACKAGING IMPLICATIONS
Natural cues, clear labeling, design inspired by wellness-focused categories like food & beverage and healthcare



Morphe®



Huda Beauty®



Too Faced®



TricorBraun is North America's largest packaging distributor with 50 locations worldwide. We can help you source or design the right packaging for your needs and offer global expertise in sourcing, logistics, vendor managed inventory, warehousing and quality.

Let's talk packaging!
Call 800-325-7782 or email ebourdet@tricorbraun.com