

Skincare

FAST FACTS

We break down the numbers and ask – how can brands use package design and functionality to delight consumers and improve the user experience?

EMERGING

Pollution protection
Microneedle patches
Body part-specific products
DIY face masks

72%

OF WOMEN AND
27% OF MEN USE
FACIAL MOISTURIZER

\$21
BILLION
PROJECTED
U.S. SKINCARE
MARKET SIZE
BY 2023

\$14
BILLION
SIZE OF U.S.
FACIAL
SKINCARE
MARKET

NOW
TRENDING

- Simplified routines
- Active/sport-friendly skincare
- Jelly textures
- Sheet masks
- Pre- and probiotics

PACKAGING TRENDS & OPPORTUNITIES

Sources: Mintel, WGSN, Global Data



make it SKINTELLIGENT

Keep it simple with clear labeling, modern shapes and pops of color to help today's savvy consumers customize their routines.



make it SHARE-WORTHY

Leave a lasting impression with bold decoration, unexpected details and custom packaging.



make it TACTILE

Go premium with soft touch effects and interesting shapes that are memorable and sensorially engaging.



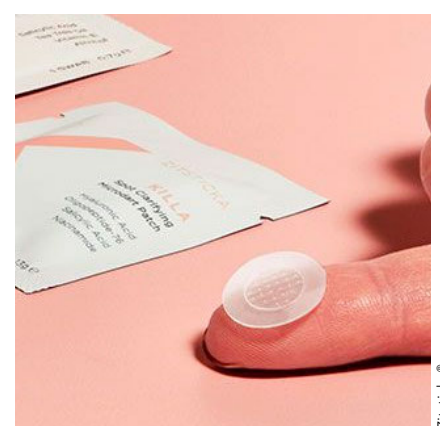
make it INCLUSIVE

Skincare is for everyone! Keep the focus on delivering solutions for skin concerns through gender-neutral design cues.



make it FUNCTIONAL

Improve the user experience with dispensing closures and airless vessels that deliver accurate dosing from the first to the last drop.



make it PORTABLE

Today's consumer is always on the go. Consider TSA-approved sizes, single-use, dry formats and flexible sachets.

TricorBraun is your Packaging One-Stop Shop.

As North America's largest packaging distributor with 50 locations worldwide, we can help you source or design the right skincare 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

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