## TRICORBRAUN

#### CATEGORY INSIGHT

# PERSONAL CARE

TricorBraun is one of the largest packaging suppliers for the Personal Care industry. We have 100+ locations and offer global expertise in sourcing, logistics, vendor managed inventory, warehousing and quality.

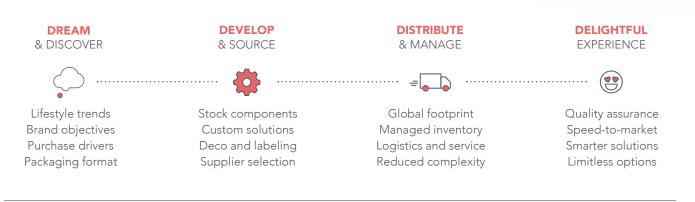
### TricorBraun is your Packaging One-Stop Shop

Whether your needs are stock or custom, short or long term, straightforward or complex, we flexibly work to deliver the best integrated solution for you. We simplify the development and procurement process to optimize your path to success.

We can help you source or design the right Personal Care packaging for your needs.



#### WHAT TRICORBRAUN CAN DO FOR YOU



6 CityPlace Drive, Suite 1000, St. Louis, Missouri 63141 | 800 325 7782

Follow us: f y in (O)

tricorbraun.com

## TRICORBRAUI

#### A LOOK AT THE CATEGORY

#### **CONSUMER BEHAVIORS**

**Highly mobile** and experimental

> Interest in wellness integration

Demand for conscientious choices

Instagramworthy product "shelfies"









#### PACKAGING **IMPLICATIONS**

Portable New formats like sticks Secure sealing

Single-use packaging Large pumps Wipes, sheet masks, bars

Natural cues Refillable Flexibles

Clean graphics Bold fonts Transparent packaging

#### NOW TRENDING IN PERSONAL CARE

- **On-trend formulations and ingredients, including** micellar water, probiotics, charcoal and clay
- Indie brands on the rise
- Hyper-customized products appeal to Gen Z •
- Millennials' strong willingness to try new brands •
- Social media influencers driving new brand growth
- Personalized care via the use of apps and tech
- Growth of **subscription-based** products and ecommerce •
- Food & Beverage trends influencing Personal Care products •
- Concern about the effects of pollution on skin and hair
- Using dietary supplements to boost skin and hair health •
- Men's grooming expanding rapidly (online subscriptions, experiences)

#### Let's get started.

Call 800-325-7782 or email marketing@tricorbraun.com



6 CityPlace Drive, Suite 1000, St. Louis, Missouri 63141 | 800 325 7782

Follow us: