

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

DREAM & DISCOVER



Lifestyle trends
Brand objectives
Purchase drivers
Packaging format

DEVELOP & SOURCE



Stock components
Custom solutions
Deco and labeling
Supplier selection

DISTRIBUTE & MANAGE



Global footprint
Managed inventory
Logistics and service
Reduced complexity

DELIGHTFUL EXPERIENCE



Quality assurance
Speed-to-market
Smarter solutions
Limitless options

A LOOK AT THE CATEGORY

CONSUMER BEHAVIORS

Highly mobile
and experimental



Interest in
wellness
integration



Demand for
conscientious
choices



Instagram-
worthy 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



Sources: Mintel GNPD, GlobalData