

DESIGNS FOR

Fueled by tech, social media, and progressive values, Gen Alpha's demand for creativity, realness, and personalized experiences are redefining the future of beauty products and packaging.

They're not just the next generation—they're the now generation, and they're setting the trends!

Welcome to the age of expressive packaging, bold color, and skincare that gets them.

Think designs that pop, labels that talk back, and routines that match their vibe.



1 NOSTALGIA WITH A MODERN TWIST

Playful Y2K-inspired colors, bold shapes, and carefree fonts feel fresh again—especially when paired with modern design details and an empowering edge.

Kiramoon blends '90s nostalgia with a modern edge. Its bold, chunky packaging, playful serif font, and clever dispenser design nod to retro "girl power" with a confidence that feels both current and joyfully nostalgic.

4 TRANSPARENCY AND AUTHENTICITY

Gen Alpha is keen on brands that lead with straightforward, honest, communication about ingredients and product benefits on their packaging.

Indeed Labs' commitment to simplicity and clarity is reflected in the transparent bottles and minimalist label that prioritizes an easy-to-read ingredient lists.

2 BOLD YET REFINED PACKAGING

Gen Alpha's aesthetic lies at the intersection of Millennial minimalism and Gen Z playfulness, favoring refined designs that incorporate bold elements for a youthful and modern look.

TBH's re-branded from emoji-heavy graphics to embrace clean lines, vibrant colors, and straightforward typography for a simplified visual identity that feels youthful while better communicating trust and clarity to parents.

5 PLAYFUL, WHIMSICAL DESIGN WITH BOLD COLORS

From vibrant optimistic hues, to fun expressive formats, this aesthetic invites younger consumers in and makes skincare feel approachable and fresh.

Evereden blends dermatologist-developed formulas with bright, modern packaging that reflects a kid-friendly vibe without sacrificing the premium feel parents trust.

3 SUSTAINABILITY AND ECO-CONSCIOUSNESS

Gen Alpha is growing up in a world facing climate changes and they expect brands to offer products that are safe, ethical, and eco-friendly.

Brands like Byoma are embracing refillable bottles and easily recyclable, monomaterial plastic. Their square packaging improves shipping efficiency and displays all product information on all four sides, minimizing the need for extra cardboard.

6 INCLUSIVITY AND DIVERSITY

Gen Alpha is diverse and values inclusivity—they expect brands to reflect a range of identities and cultures. Packaging should be gender-neutral and approachable, especially for young consumers new to personal care.

JB Skrub fills a key gap with skincare for pre-teen boys, using bold, cartoon-inspired packaging that feels fun, relatable, and age-appropriate—encouraging all kids to embrace self-care from the start.



GEN ALPHA

- BORN -
2010-2024