



PERSONAL CARE

From growing concerns about plastic waste to the continued desire for sensorial and tactile experiences, packaging for personal care continues to evolve. Whether it's hair care, skin moisturizers, or oral hygiene, products that prioritize the user experience and consider new packaging formats that promote either convenience, self-care, portability, or customization will continue to win.

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1. NEW SHAMPOO FORMATS

Shampoo still makes up over 30% of the U.S hair care market, making it the largest segment of the hair care market. Growing concerns over sustainability have changed what consumers are looking for from their shampoo products and packaging.

PACKAGING: Sustainability movements have inspired consumers to buy brands with reusable packaging that allows for refills, as well as innovative shampoo formats that house concentrated, water-free formulas.



Moondust Hair Wash is a powder-to-lather shampoo that removes water from the formulation. One bottle equals four standard bottles of liquid shampoo making it a more concentrated format and reduced "waste" product.



New Wash offers a subscription service that's all about less waste. Shipment includes a free, 20-oz. aluminum canister, a 3-oz. travel bottle and a 20-oz. pouch of shampoo for filling. Refills for the large pouch come automatically.

2. SENSORIAL TUBES

Part of the consumer experience rests on what a product physically feels like when you're using it. From lip balm to moisturizing body butter, brands are rethinking the everyday application process to provide a sensuous and luxurious experience.

PACKAGING: We see brands favoring packaging that conveys both the sensorial experience of using products as well as the unique brand personalities. From shiny metallics to pastel hues, color plays a heavy role.



54 Thrones Beauty Butter's smooth, herbal shea butter formula comes in a stunning metallic tube. It's so thick that it requires a little extra force to squeeze it from its luxe packaging.



Mint Supa Balm from KNC Beauty lives in a tube with a stunning retro design and hexagon cap. Instead of rolling with a stick, the tube gets squeezed around the lips, giving the user a sense of the thick, nutrient-rich formula.

3. SUSTAINABLE DEODORANTS

Deodorants are evolving in their packaging and format to fit into sustainability desires while also being easily transported in sleek, reusable containers.

PACKAGING: A range of sleek packaging formats from mini pods to compact sticks, often with lifestyle oriented branding—perfect for leaving out on countertops.



Myro Deodorant comes in minimalist, colorful containers with changeable scent pods, making this a sustainable and completely customizable purchase.



Native Plastic-Free Deodorants are made from paperboard and shipped in a 100% recycled paper mailer.

4. IN-HOME TREATMENTS

Consumers are looking to recreate luxury experiences and spa-like treatments at home. Products like face masks, deep-conditioning skin cremes, hair colors and scalp treatments are in demand. These small indulgences provide simple retreat from daily stressors.

PACKAGING: Flexible pouches, jars, and tubes are stylish and sleek packaging formats that provide quick and convenient applications.



ORS Olive Oil Replenishing packet combines nourishing olive oil and sweet orange oil to help replenish moisture and repair damaged hair. The product is packaged in a single-use packet for an easy-to-use treatment at home.



Summer Fridays Jet Lag Mask Mini is a luxe, mini tube version of the brand's hero product that is designed to provide a sleeping mask experience overnight.

5. BATH TIME FORMATS

Consumers are finding ways to treat themselves to self-care and the ritual of bathing is being updated with new formats and products.

PACKAGING: Aesthetically pleasing pouches provide a sense of relief visually, as well as rigid containers that house bath bombs and treatment-focused products.



Vertly Bath Salts are CBD-infused bath salts that come in a highly-stylized leaf covered pouch.



Harper + Ari Exfoliating Sugar Cubes showcase their pastel, crystal covered formats in transparent jars with easy to open lids.

8. CONCENTRATED TREATMENTS

Concentrated treatments are becoming part of daily bath and nighttime rituals as consumers look for increased sophistication in their beauty and personal care routines.

PACKAGING: Luxe dropper bottles out fitted with metallic accents. Conscious brands seek out recyclable materials to pair with their natural ingredient story.



Sol De Janeiro Kiss Your Crush Set is just one of the many examples of a mini-curated kit. Lip butter and bum bum cream come in a honey colored spray bottle and swipeable stick.

6. E-COMM FRIENDLY FORMATS

As consumers increasingly adopt e-comm channels, consumers will still want to experiment and test new products. Unboxing experiences have been a big driver in what makes e-comm feel sensorial and exciting. Now, minis and sample sizes will have an increased role in allowing consumers to discover new brands and products.

PACKAGING: Smaller-sized and mini packaging reduces both weight and ounces of personal care products. Structural integrity of packaging becomes increasingly important to withstand shipping.



Sephora is known for its deluxe sample sizes and online shopping experience, which allows users to pick free products with purchase. The hair-care set features several brands and packaging formats, from mini-spray bottles to single use tear packs.

7. PERSONALIZED BOTTLES

Consumers are interested in trying customized products, and technology is playing an even bigger role in tailoring products and packaging to meet individual tastes and needs.

PACKAGING: The mass production of customized products, as a result of innovative technology, means consumers are acclimating to packaging that helps them feel known and seen as individuals.



Prose offers an online quiz to learn more about a consumer's hair type prior to product formulation, and delivers product and packaging with a detailed label of how the product is 100% unique to the end user.



Function of Beauty uses an algorithm to formulate customized hair care products that are delivered with a consumer's name on sturdy plastic bottles.



Fable and Mane Pre-Wash Hair Oil is an ingredient conscious product that comes in a recyclable dropper bottle. The dropper is perfect for applying product directly to the scalp.



Biossance Squalane Oil is a clean-clinical brand that uses transparent, recyclable packaging with a rose gold dropper to bring a luxe feel to natural beauty.

THE FOREFRONT OF PACKAGING

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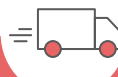
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