



# Beauty and Personal Care Packaging in the US

August 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Folding cartons are the most popular pack type in US beauty and personal care products

Glass jars gaining share in skin care packaging due to their aesthetic appeal

Squeezable plastic tubes become the leading pack type in sun care

#### PROSPECTS AND OPPORTUNITIES

Sustainability trend driving initiatives in environmentally-friendly packaging

Large pack sizes expected to grow in hair care packaging

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