



# BEAUTY & PERSONAL CARE

Product Trends &  
Packaging Solutions



# Packaging Crafted for Every Beauty Experience

The beauty and personal care products we use are more than routines—they're reflections of identity, emotion, and self-expression. What better way to capture your brand's essence than through packaging that speaks as boldly and beautifully as your product? At TricorBraun, we offer solutions for everything from skincare and haircare to cosmetics, fragrances, and wellness essentials.

Whether it's custom or stock, rigid or flexible, we offer a comprehensive range of packaging options to fit your vision and budget. Our packaging not only protects your product but also creates a meaningful connection with consumers, ensuring your brand stands out in a competitive market.

With our expertise, we'll help you find the perfect packaging solution that combines functionality with creativity. Why settle for ordinary when you can elevate your brand with extraordinary packaging?

**Let TricorBraun take your packaging to the next level.**



## 01. Meet Your Beauty Consumers

Learn about the different types of beauty and personal care consumer and how to reach them with packaging.

## 02. Market Trends & Packaging Implications

Explore today's trending haircare, skincare, and body care packaging formats.



Images: Freaks of Nature, Glow Recipe



## 03. The New Age of Beauty

As consumers from every generation redefine what beauty means to them, brands are shifting from age-based marketing to need-based design.

## 04. We're Here to Help

We offer packaging solutions that meet your brand's requirements while enhancing the consumer experience.



*The brands listed in this report belong to their respective owners and are included for research purposes only. Their inclusion does not suggest any affiliation or endorsement.*

# Meet Your Beauty & Personal Care Consumers

Consumers are drawn to packaging that reflects their values and preferences, seeking products that align with their interests in health, sustainability, and innovation. To stand out, beauty and personal care brands must offer packaging that resonates with desires for wellness, value, indulgence and personalization. By understanding your consumers' lifestyles and preferences, you can create packaging that engages them and meets their evolving needs and expectations.

## Self-Care Enthusiasts

These consumers value not just about what a product does for them, but how it makes them feel. They seek beauty solutions that nurture both outer appearance and inner well-being and products that deliver results and a sense of ritual, comfort, or emotional uplift.

### WHAT DO THEY VALUE?

Visible results, sensory experiences, intentional moments

### WHAT ARE THEY BUYING?

Aromatherapy-infused products, skin barrier-repair creams and serums, mood-boosting makeup (tints, balms, glow enhancers)

### HOW IS IT PACKAGED?

Soft touch finishes, pastel or muted tones, luxe refillable formats, and unique applicators



## Joyful Experimentalist

Driven by curiosity and a desire for self-expression, this consumer delights in discovering and playing with new beauty trends, colors, and textures. They embrace beauty as a fun, creative outlet, often sharing their discoveries and transformations with others.

### WHAT DO THEY VALUE?

Novelty and self-expression, sensory experiences, and affordable indulgences

### WHAT ARE THEY BUYING?

Limited edition collabs, multi-functional products, influencer recommended products, and unique textures

### HOW IS IT PACKAGED?

Colorful or whimsical designs, collectible formats, custom pumps, sprayers, or closures



Images: Seaweed Bath Co., Aqualis

## BioTech Pioneers

These consumers are at the forefront of beauty innovation, valuing scientifically advanced formulations and new technology for precise, proactive, and data-driven results. They seek out cutting-edge ingredients and smart devices to optimize their long-term skin health and appearance.

### WHAT DO THEY VALUE?

Precision treatments, proactive measures, and tech-enhanced formulas

### WHAT ARE THEY BUYING?

Cutting-edge ingredients like bio-engineered peptides, smart devices, personalized skincare diagnostics

### HOW IS IT PACKAGED?

Lab-forward design language, sustainable materials, precision dosing applicators, device compatible cartridges



Images: RoC Skincare, Restorative Elements

## The Skintelligentsia

Deeply invested in what's inside the product, these consumers value brand transparency, clinical clarity, and clean, effective formulations. They frequent personal care communities (think Reddit, and derm-Tok) and scientific corners of the internet. They're constantly learning, sharing, and helping others decode what really works.

### WHAT DO THEY VALUE?

Clinical data over marketing fluff; brands that disclose sourcing, testing, and concentration levels; formula integrity.

### WHAT ARE THEY BUYING?

Single-ingredient products or hero actives (ie. niacinamide or centella asiatica), pH-balanced, SPF included, and fragrance-free formulas

### HOW IS IT PACKAGED?

Airless, dosing, and light protected formats. Ingredient forward label copy, clinical design language

# Trends in Haircare

SCALP HEALTH • GLITTER AND GLOSS • CURATED CURLS • PERSONALIZATION

Haircare is evolving toward more holistic, personalized routines. Scalp health, gloss treatments, and texture-specific solutions are leading product innovation, while packaging reflects elevated sensorial cues through refined finishes, sculptural forms, and functional design. Tradition-inspired ingredients meet modern delivery systems, as consumers seek both efficacy and experience in every step.



COLOR WAND FOR STREAKING



Convenient refill pouch



**Hally Lavender Glitter Shade Stix** offers consumers a quick and mess-free way to add sparkle and color to hair.

BUILT-IN COMB FOR STYLING

\* PATENT PENDING



Targeted application and dosing



**Oribe Mirror Rinse** Glass Hair Treatment uses weightless, conditioning essence to smooth the hair cuticle, creating vibrant reflective shine for a mirror-like finish. It's targeted dispensing nozzle helps direct product at the root to maximize effectiveness.



**Athletia Scalp Refresh** is designed to be used as an invigorating on-the-go refresh. Infused with eucalyptus, lavender and cedarwood, the spray is designed to leave your hair and scalp feeling fresh with soothing hydration, even when the humidity and temperature rises.



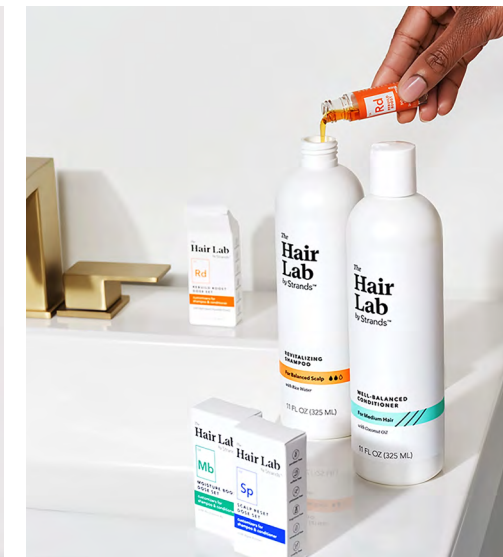
**Ceced Hydrating Shampoo** is infused with traditionally skincare hero, hyaluronic acid and Phyto-Collagen Complex to promote visible healthy and hydrated hair. Their packaging mimics a totemic ceramic sculpture with an embossed textured on the bottle and a custom dispensing closure.



**FENTY The Homecurl** Curl-Defining Cream hydrates, softens, and conditions curls for all-day protection against frizz. The jar is made from 50% PCR plastic and incorporates a unique embossed texture into the top of the lid that evokes a curly texture.



**GE Beauty Booster** collection provides a complete line of serums consumers can use to enhance the existing GE Shampoo and Conditioner formulas as needed for improved anti-frizz, definition, hydration, restoration, and antioxidants additions.



**The Hair Lab by Strands** uses advanced technology like their handheld Strands Smart Scanner or an online test to analyze hair in real time and recommend a tailored regimen. This innovative brand is part of Walmart's Beauty Accelerator Program and will launch exclusively at Walmart.

# Trends in Skincare

BIOTECH BOOSTERS • CUSTOM CLINICAL • HORMONAL BALANCE  
HYPER HYDRATION • MICROBIOME-FRIENDLY

Skincare is evolving from basic maintenance to precision "prejuvenation", focusing on cellular health, barrier support, and micro-targeted solutions to prevent skin stressors. Consumers now seek clinically backed, sensorially pleasing formats that fit seamlessly into daily routines, with packaging that highlights efficacy through droppers, airless systems, and misting tech, while catering to all skin types and ages.



*Mother Science Molecular Hero Serum is powered by Malassezin—an antioxidant 10x stronger than Vitamin C. Their unique packaging takes cues from lab equipment and molecular design, reflecting a sleek, engineered luxury aesthetic.*

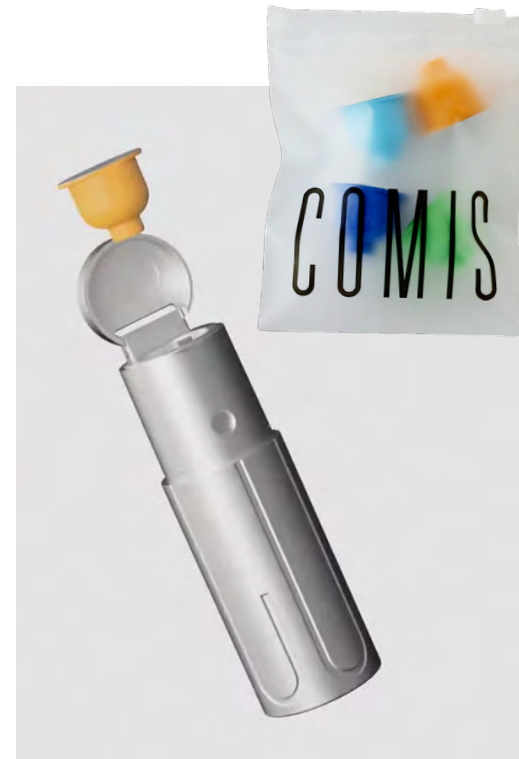


*Travel-friendly package size with convenient pump*



*Airless packaging ensures product evacuation and formula protection*

*Images: Mother Science hair serum, Freaks of Nature sunscreen, Dr. Whitney Bowe Bowe Glow microbiome nourishing cream*



**COMIS** offers a customizable skincare experience through its **MultiMist** device, which delivers targeted treatments using nanotechnology. Smart capsules and eco-friendly packaging highlight its blend of sustainability and clinical performance.



**Pour Moi** offers a **Climate-Smart Skincare** line where US consumers can select a collection based on geographical region or customized by season. Each system includes four products to suit the local climate and weather.



**Period Face** face mask cream is specifically designed target the fallout of hormonal fluctuations during one's period, by soothing inflamed skin and addressing breakouts.



**No7 Menopause Skincare** offers a suite of solutions to target the changes in skin during menopause like cooling mists, brightening and firming serums, and hydrating creams



**Watermelon Glow by Glow Recipe** delivers an ultra-fine "fog mist" hydrate the skin with hyaluronic acid and centella asiatica without disturbing your makeup.



**Healthy Skin System by pH-In** is a 3-step acne-fighting system was scientifically developed to work in harmony with skin's pH levels and natural microbiome.

# Trends in Body Care

BODY SERUMS • AGE-APPROPRIATE • FITNESS FOCUSED  
 BUFF & BALANCE • MULTI-DIMENSIONAL SUNCARE

Body care, once an afterthought, is now in the spotlight as personal care brands embrace "skinification" with active serums, gentle exfoliation, and targeted solutions for body acne, aging, and hormonal shifts. With playful textures like jelly, foam, and whipped cleansers, along with cooling and anti-chafe formats, brands are elevating daily rituals. Performance and pleasure now go hand-in-hand, as today's body care combines functionality with indulgence.

In-shower underarm wash utilizes a familiar packaging format for ease of use



Images: Oxters, Allkinds, Daise



Novel jelly texture encourages use



Unique bottle shape appeals to a younger demographic



Naturium Urea Body Serum blends clinical skincare with body care by incorporating urea to hydrate and exfoliate. The clean, modern packaging features a straightforward pump design, emphasizing the product's clinical efficacy and no-frills approach to skincare.



Dove Serum Body Wash taps into the "skinification" trends with its hydrating formula that provides deep nourishment, targeting both skincare and body care needs. Its sleek, minimalistic packaging reinforces Dove's commitment to simplicity and gentle care.



Clinical Youth Body Serum addresses prejuvenation and anti-aging trends by offering a highly effective serum for body skin with a focus on boosting firmness and elasticity. The packaging reflects its clinical, high-performance approach, using airless pump technology to ensure precise, hygienic dispensing of the potent formula.



1Hour After Cooling Menthol Body Wash provides cooling and soothing skincare, perfect for post-workout or hot weather. The packaging's bright, bold design with cooling blue tones communicates its refreshing, energizing experience, appealing to those seeking instant relief and comfort.



FIT.FE by FEDE embraces active skincare with products designed for pre- and post-workout routines. The packaging combines bold, athletic-inspired designs with functional elements like squeezable tubes, conveying performance and convenience for active consumers.



Billie Exfoliating Body Wash is made with sea-salt and glycolic acid to gently buff your skin while it cleanses. The packaging design features bright hues and a bubbly ribbed custom closure to emulate a fun, funky, and optimistic persona. Paired with their AHA Deodorant, This powerful liquid-gel uses exfoliating acids to help prevent odor-causing bacteria from growing, effectively stopping odor before it starts

# The New Age of Beauty

As consumers from every generation redefine what beauty means to them, brands are shifting from age-based marketing to need-based design. The winners? Those who embrace inclusivity, personalization, and a fresh take on ageing—not as a problem to fix, but a journey to celebrate. From Gen Alpha's first skincare steps to Gen X's growing spend, **the beauty category is growing wider, not just younger.**

## DESIGN FOR THE NEED, NOT THE NUMBER

Today's consumers are less concerned with how old they are and more focused on how they feel. Brands leaning into "slow ageing," "prejuvenation," and holistic wellness over the dated anti-ageing narrative are connecting across generations. Products that meet shared goals like radiance, strength, simplicity—rather than age markers, are becoming the new gold standard.



## The Fresh Faces

Gen Alpha is growing up online—and growing into skincare fast. Fueled by YouTube, TikTok, and older siblings' routines, these young consumers are exploring moisturizers and masks before middle school. The opportunity? Products that are gentle, educational, and age-appropriate, but never condescending.

- Gen Alpha represents those born between 2010-2024
- Despite only 26% of households counting a member of the demographic, Gen Alpha tweens are driving 49% of mass skin care's growth (NIQ)

Image: Just for Teens skincare

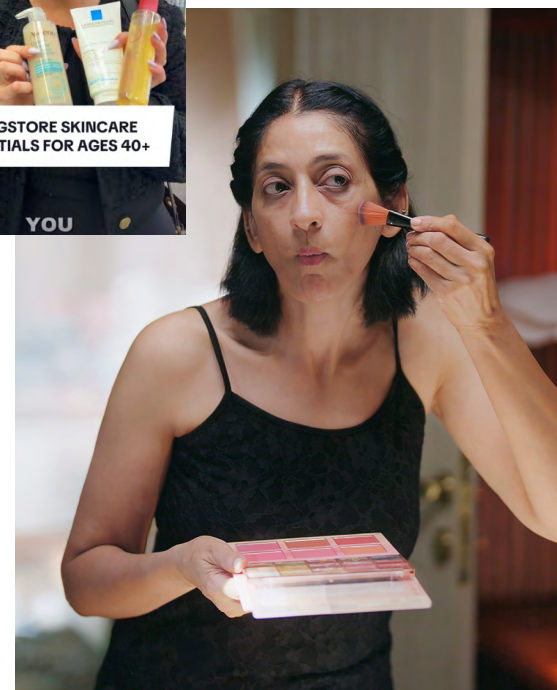
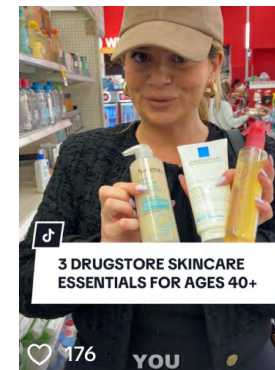


## Mister Moods

Gen Z teen males are rewriting the fragrance rulebook, treating scent as identity, mood booster, and creative expression. With a rise in body sprays, mists, and mood-based collections, this demo wants fragrance that's personal, playful, and gender-fluid. Think less "masculine musk," more "daily vibe shift."

- The fragrance category grew faster than any other beauty segment in 2024. (US Chamber of Commerce)
- Teen boys increased their spending on fragrances by 26% compared to the previous year (Piper Sandler)

Image: Fine'ry

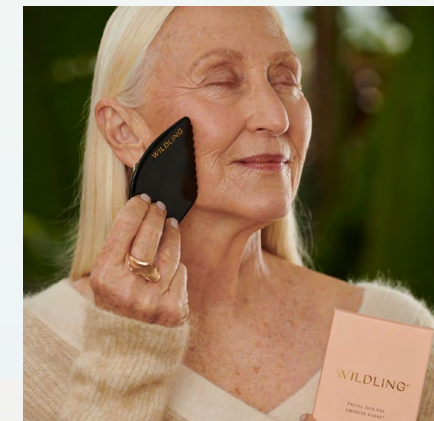


## Quiet Powerhouses

Often overlooked, Gen X is now stepping into the beauty spotlight, and they're doing it with intent. As the fastest-growing beauty spenders, they're investing in quality over quantity, with a sharp eye for performance and self-care. They're not chasing trends; they're curating their routines. Brands that offer substance, efficacy, and a little sophistication are speaking their language.

- Gen X are heavier purchasers of makeup and hair products than both younger and older consumers (Global Cosmetics Industry)
- #skincareover40 garnered 7.4M views on TikTok, demonstrating 121.6% YoY growth

Image: @ladybbeautyboutique on TikTok



## PERSONAL IS THE NEW STANDARD

Across all demographics, the concept of one-size-fits-all is out. Today's beauty shoppers expect offerings that reflect their unique skin tone, hair type, gender identity, and lifestyle. Inclusive shade ranges are table stakes; now, it's about formulas that flex, tools that adapt, and routines that fit them. Personalization is no longer a luxury, it's the default.

Images: Wilding Empress Stone, Bondi Sands Self Tanner for different skin tones









# We're Here to Help

With so much going on in the beauty and personal care category, it's important to stand out. Selecting the right type of packaging to protect and preserve your product and leveraging your brand and graphics to help your package stand out is essential if you want to gain market share.

At TricorBraun, we develop packaging solutions that help customers win consumer trust and business by leveraging our robust global supply chain to provide high-quality, cost-effective packaging solutions. We operate from more than 100 locations across the Americas, Asia, Europe, and Australia—and our over 2,000 team members have expertise in sourcing, logistics, quality, vendor-managed inventory, and warehousing. Whether your goals are stock or custom, short term or long term, straightforward or complex, we work with flexibility toward the best integrated solution for your needs.

Let's get started. Email us at [marketing@tricorbraun.com](mailto:marketing@tricorbraun.com)

-  Award-Winning Design & Engineering Capabilities
-  Global Procurement Scale
-  End-to-End Logistics Management
-  Intense Focus on Quality
-  Relentless Support & Expertise
-  Action-Driven Commitment to ESG



Email us at [marketing@tricorbraun.com](mailto:marketing@tricorbraun.com) to get started on your packaging solution today.

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