

Beauty and Personal Care Packaging in the US

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Macroeconomic pressures and consumer preferences influencing beauty and personal care packaging Reinforcing consumer trust through transparent packaging in the beauty and personal care industry Squeezable plastic tubes still relevant in the market due to practicality, sustainability and consumer appeal

PROSPECTS AND OPPORTUNITIES

Growth in beauty and personal care packaging will be driven by economic resilience and continuous innovation Circular and regenerative economies are transforming beauty and personal care packaging

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 country-specific local insight and comprehensive data, unavailable elsewhere.

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