Videojet presents...

Evolution of packaging Revolutions in coding

The $265+ billion global cosmetics industry is now comprised of an ever-evolving product offerings from hair care, personal care, skin care, and toiletries. It's a market that continuously responds to new trends, shifts in consumer preferences, and regulatory demands that alter the landscape each year.

The beginning...

$4 billion

By 1917, Americans were spending $4 billion annually on products and services.

60s

1920s

Cosmetic and personal care products first started out being predominantly packaged in metal and glass bottles or jars. By the 1920s, plastic packaging was also starting on the increase, leading to a shift away from bakel in cosmetic sales and a more diversified cosmetics and fragrance scene.

Packaging and Product: Advertisement Displays Bakelite Powder Compact, Lipstick Case and Cigarette Holder, Bakelite Corporation, New York/Artist: Unknown

1970s

The 70s set new trends in bright colored packaging and cosmetic products. It was also innovative with packaging taking a turn towards plastic and cardboard packaging.

70s

Cosmetic ingredient labeling became an issue in the early 70s, leading to regulatory changes and consumers becoming fully informed by 1977.

80s

1980s

The 1980s introduced bold styles - typically reflected in packaging with a boom in the variety of their products, together with increased volume of cosmetics sold globally. Innovative packaging types and sizes was a consequence.

1990s

1990 was a true revolution in cosmetics and personal care product innovation. Products and packaging became highly competitive with a massive rise in the number and size of range supermarkets and drug stores.

90s

Millennials

Technology and gadgetry has transformed where and how people shop for cosmetics and personal care products. Smartphones, the internet and social media now play a huge role in the consumer's path to purchase.

Packaging has changed to attract consumers with prominence QR codes, gaming and augmented reality. The key is to focus on maintaining a strong and eye-catching brand, as well as meeting industry labeling requirements. Seems like more to most than

47%

of Millennial consumers use social media during their shopping journey

Source: Shopify, Navigating the New Digital Divide

The tech-savvy millennial generation will drive the global cosmetics market to grow at 5% per annum, and reach a projected value of

$27 billion by 2015

Source: Grand View Research

Variable household income

As the world's middle class develops, the habits, tastes and needs of consumers are evolving. Shoppers are seeking aspirational purchases and accessible luxury brands at good value.

50%

of forward organizations rate code quality to enhance their brand as a key benefit of code marking equipment benefit.

An increase in consumption of premium brands has created a focus on quality above all else. Quality of product, packaging and brand as well as quality in codes applied for traceability.

Source: Tetra Pak Packaging Index

Men's healthcare and grooming

The men's grooming industry has seen tremendous growth and is only getting bigger. The boom brings with it new product innovation that has changed the landscape of packaging.

$60 billion

The male grooming market is projected to grow at 5.2% annually, reaching $60 billion by 2020, according to Euromonitor.

Source: Euromonitor International, Beauty and Personal Care Industry Review

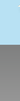
89%

...of cosmetic companies surveyed agree that the size of the product is the most challenging factor in packaging design. Limited coding space and a wide variety of packaging materials present a new challenge for coding & marking suppliers to match the perfect solution to customer.

Source: Personalization Group

Sustainability and green packaging

As Millennials become more dominant in corporate management, actions to address sustainability are expected to grow, leading manufacturers in beauty to dive deeper into the development of environmentally responsible packaging and practices.



5 top trends in sustainability

1. Higher percentages of post-consumer recycled material
2. Lightweighting to reduce the amount of raw materials used
3. More refillable and reusable packaging options (including pouches)
4. Smaller sized products to reduce the amount of material needed
5. Increased eco-awareness leading to more refillable formats

Organic and natural products have increased in popularity - another sign of the male consumer's millennial population. According to personal care ingredients supplier Lucas Meyer Cosmetics, the organic segment is projected to double by

$16 billion

Convenience buying and increased travel

As the world gets more connected, global travel will continue to rise, setting the standard for an increasingly mobile way of living. This has resulted in the growth of smaller more travel size products available on the market.

So why do good things come in small packages?

- Products can be used up before they expire
- Consumers can try new products without a big commitment
- Favorite brands can be taken anywhere with no boundaries from flight restrictions
- It opens new opportunities for manufacturers to produce refill products in convenient packaging such as flexible pouches

Economic drivers

All manufacturers, no matter the industry, are seeking operational efficiency, ways to reduce costs in production from waste and unexpected downtime on their lines.

63%

...of cosmetics, personal and home care manufacturers surveyed agree that coding can contribute to downtime and improving efficiency within their top priorities. Working to reduce coding errors from the production line, and ensuring that coding equipment can help maximize productivity and significantly improve the bottom line.

Packaging types

Cosmetics, personal hygiene and home care products have the broadest selection of packaging materials, colors and formats compared to virtually any other consumer goods market.

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