Videojet presents...

Evolution of packaging Revolutions in coding

The $350+ billion global cosmetics industry is now comprised of six main product classes: fragrances, hair care, makeup, oral care, skin care, and toiletries. It's a market that changes frequently, with new innovations, shifts in consumer preferences, and regulatory demands that alter the landscape each year.

The beginning...

60s

By 1957, Americans were spending $4 billion on beauty products and services.

1960s

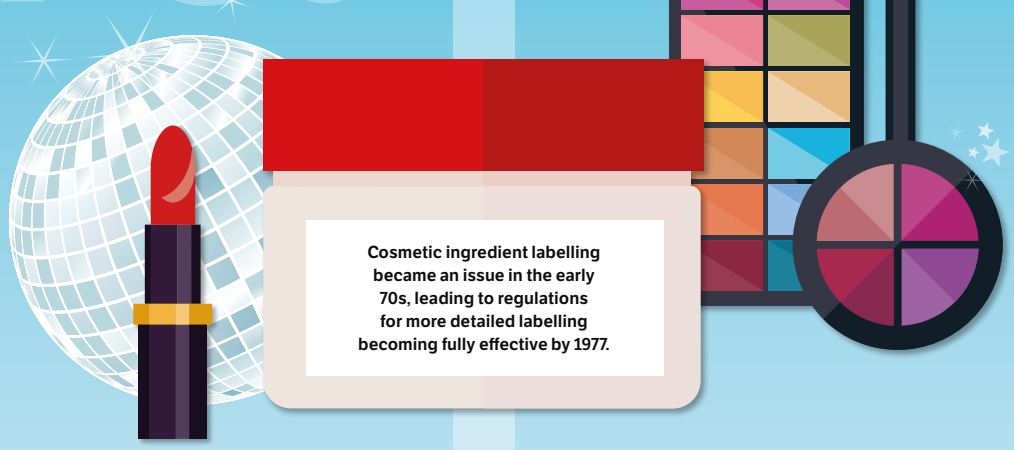
Cosmetic and personal care products first started out being predominantly packaged in metal and glass bottles or jars. By the 1960s the number of working women was on the increase, leading to a significant boost in cosmetic sales and a more diverse competitive landscape stores.

* Clothing and Fashion: American Fashion from Head to Toe By José Blanco F, Patricia Kay Hunt-Hurst, Heather Vaughan Lee, Mary Doering

1970s

The 70s set new trends in bright coloured cosmetics and even more product innovation with packaging taking a turn towards plastic and cardboard packaging.

70s



Cosmetic ingredient labelling became an issue in the early 70s, leading to regulations for more detailed labelling becoming fully effective by 1977.

80s

1980s

The 1980s introduced bold styles – especially in hairstyles. This brought a boom in the variety of hair products, together with increased volume of salon products, bringing a variety of packaging types and sizes into production.

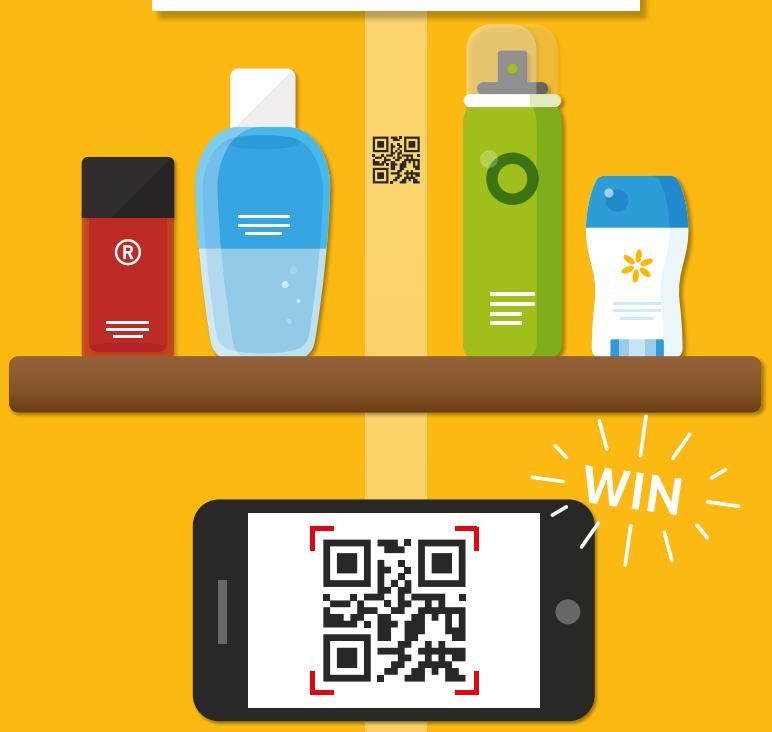
1990s

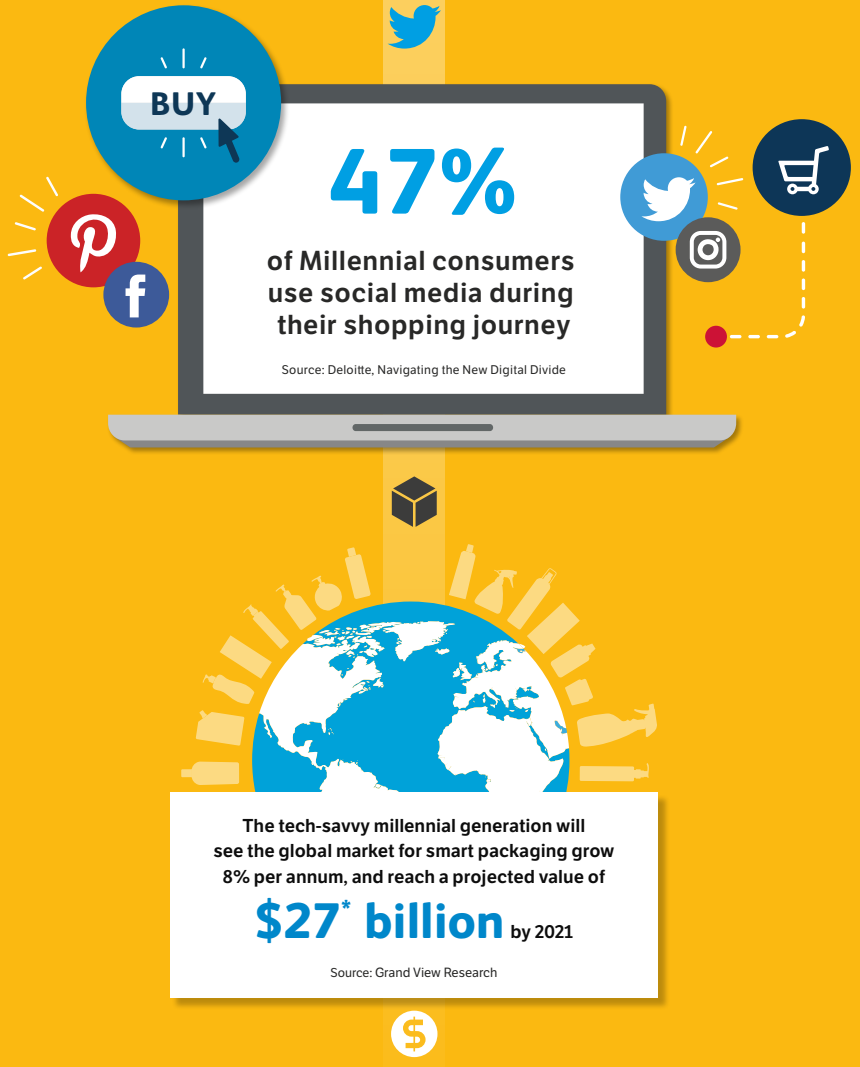
1990 was a true revolution in cosmetics and personal care product innovation. Products and packaging became highly competitive in an attempt to get noticed on the shelves of large supermarkets and drug stores.

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 promotional QR codes, gaming and competition codes. This, together with maintaining a strong and eye-catching brand, as well as meeting industry labelling requirements, leaves little room for much else.





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.

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: Techvalidate survey

* https://www.techvalidate.com/product-research/videojet/facts/8B4-C26-439

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 Forecast

89%*

...of cosmetic companies surveyed agree that the size of the product and/or coding space impacts how and where they mark information. Limited coding space and a wider variety of packaging materials present a new challenge for coding & marking suppliers to match the perfect solution to substrate.

Source: Techvalidate survey

*https://www.techvalidate.com/product-research/videojet/facts/D14-838-E1B

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 materials

2 Lightweighting is increasingly popular for packaging

3 More refillable and reusable packs for conscientious choices

4 Smaller sized products that can be used up before their expiration dates

5 Manufacturing processes are adding to a reduced carbon footprint

Organic and natural products have increased in popularity – another sign of the more conscientious millennial population. According to personal care market estimates by Transparency Market Research, the organic segment will grow to approximately...

$16 billion by 2020

Convenience buying and increased travel

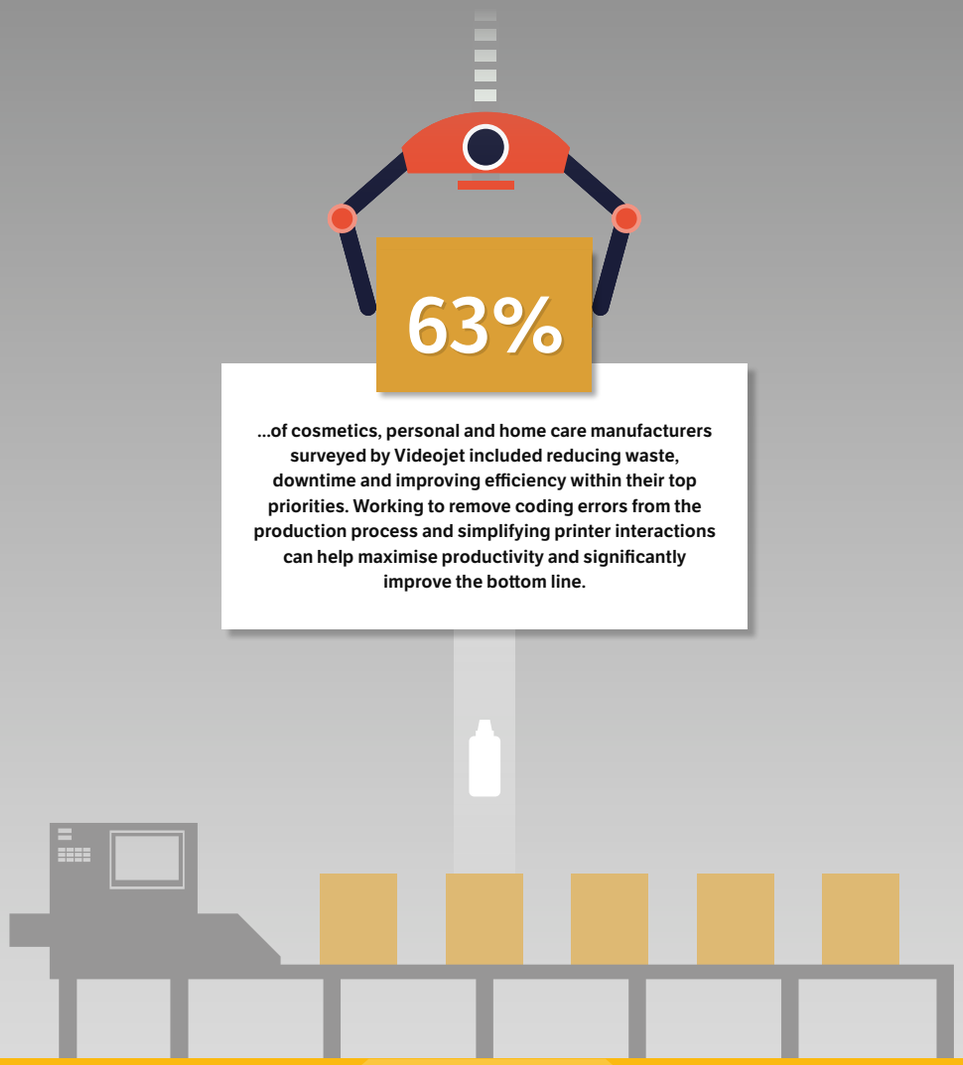
As the world gets more connected, global travel will continue to rise, setting the standard for an increasingly mobile way of living. This has resulted in the growth of smaller more travel size products available on the market.

So why do good things come in small packages?

- Products can be used up before they expire
- Consumers can try new products without large upfront costs
- Favorite brands can be taken anywhere with no boundaries from flight restrictions
- It opens new opportunities for manufacturers to produce refill products in economical 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 by Videojet included reducing waste, downtime and improving efficiency within their top priorities. Working to remove coding errors from the production process and simplifying printer interactions can help maximise productivity and significantly improve the bottom line.

Packaging types

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

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