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Hair Care Packaging Trends

A look at the trends influencing hair care packaging design and innovation.

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Introduction

In 2023, hair care retail value sales grew by 7% in the U.S. and 10% in Canada, totaling over USD 19 billion across both countries. Consumers increasingly view hair care as an important part of their beauty routine and invest in self-care and premium hair products.

Beauty retailers like Sephora, Ulta, and Bath & Body Works have taken notice and expanded their hair care offerings, carrying more brands and launching private label products. Brands can leverage the latest hair care product and packaging trends to appeal to retailers, attract consumers, and stand out in this crowded category.

**The brands mentioned in this report are trademarks of their respective owners. Inclusion of these brands in this report is not meant to imply an association with or endorsement from the respective trademark owners.*

Affordable Luxury

Salon professional hair care was the best-performing category in 2023, signaling that consumers are interested in high-quality, premium products. However, there is increased competition from mass and masstige brands as people look for affordable luxury amidst economic challenges. According to Euromonitor, “value for money” is the most desired product feature in hair care. Brands with an elevated positioning at a lower price point are benefiting and introducing salon-like innovations outside of the salon professional hair care space.

Packaging can create a premium impression – and improved user experience - that appeals to consumers seeking superior products at every price point. Luxe materials, unique shapes, special details, and custom designs can elevate a brand and differentiate it from the competition. Studio One Eleven® creates world-class custom packaging solutions for hair care brands of all sizes. Our team developed award-winning packaging for Paul Brown Hawaii's Hapuna line, creating an approachable bamboo-inspired design that exudes tropical luxury.

“It’s a beautiful, upscale salon design that motivates consumers to purchase.”

Marketing Director of Paul Brown Hawaii said of the Hapuna design





Hair Health

There is a new focus on hair health beyond cleansing and beautifying. Brands such as Olaplex and Redken have seen success in recent years with their bond-building products that address hair strength and chemistry. These benefits are being championed by both salon professional and mass brands, with the Pantene Miracle Rescue Collection and Garnier Fructis Hair Filler System launching in early 2024. Beyond bond innovation, the growing skinification trend has seen the rise of scalp care products and those that address hair health from the root, like Nexxus Root Lifting Thickening Spray.

These new product formats and formulations require packaging solutions that were not previously common in the hair care aisle. Smaller pack sizes, unique dispensing and applicators, and distinct shapes and materials distinguish specialty products from standard shampoos and conditioners. Berlin Packaging's expansive network of global suppliers allows us to find the perfect package for any hair care product.

1 in 3 consumers cite “hair health” as an influential factor when purchasing hair care products. (Euromonitor)



Clean Formulations

High-profile recalls, lawsuits, and discontinuations – along with increased educational content online – are leading to stronger interest in ingredient-led haircare. GlobalData states, “With growing awareness about the harmful effects of chemical ingredients, consumers are becoming very cautious and are paying greater attention to the ingredients used in hair care products.” Consumers are interested in all-natural, organic, and “clean” formulations perceived as healthier and safer.

Package design and messaging have become critical in communicating that products are safe, natural, and “free from” harmful ingredients and toxins. Minimalist design often suggests a clean product with fewer ingredients. Clear claim language and third-party certifications can add reassurance and credibility.

All-natural ingredients and ingredient transparency top the list of “green” features influencing consumers when choosing hair care products. (Euromonitor)





Refill & Reuse

Consumers are more eco-conscious than ever and aware of packaging's environmental impact. People are willing to change their behaviors to be more environmentally friendly, including prioritizing sustainable packaging when making purchase decisions. In a recent GlobalData survey, two-thirds of global consumers said they find refillability/reusability an important product selection driver. Refill packaging is gaining traction across personal care categories, including hair care.

Berlin Packaging created Amika's "forever friend" reusable and refillable shampoo and conditioner bottles made with impact-resistant, BPA-free, and EA-free Eastman Tritan™ plastic. According to an independent lifecycle assessment, using these refillable bottles for one year reduces the packaging's carbon footprint by 69% as compared to using two of the brand's PCR plastic bottles. Our global sustainability team also helped Babo Botanicals launch their first eco-friendly refill pouch. The 32 oz. flexible pouch uses 80% less plastic than two traditional 16oz bottles. Our in-house LCA assessment determined that the pouch packaging reduces carbon footprint by 63% compared to the existing bottle.



The Ellen MacArthur Foundation has estimated that reusable packaging is a \$10+ billion opportunity.

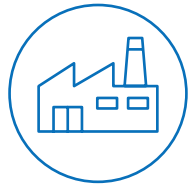


We Believe Anything Is Possible®

With over 100 years in the packaging industry, more than 2,000 packaging professionals and a global network of suppliers and warehouses, we offer 50,000+ SKUs of plastic, glass, and metal containers, closures, and dispensing systems across all markets for customers just like you.

Our Business Model

Berlin Packaging combines the best elements of manufacturing, distribution and logistics, and value-added service providers to deliver cost-effective packaging solutions to our customers. Our mission is to improve our customers' net income through packaging products and services. We are the world's largest Hybrid Packaging Supplier®.



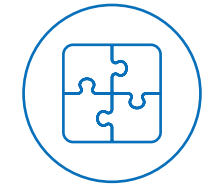
Best Elements of
a Manufacturer

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& Logistics

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