

Hair Care Packaging Trends

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





Introduction

The US and Canadian hair care markets reached a combined total of \$18 billion in 2022 and are expected to maintain solid but slow growth over the next few years, exceeding \$20 billion by 2026. As consumers evaluate their spending even more closely in today's economy, impactful packaging can help brands differentiate from the competition, stand out on shelf, create unique user experiences, and demonstrate environmental and social responsibility. Here are some of the key trends influencing hair care packaging in 2023.

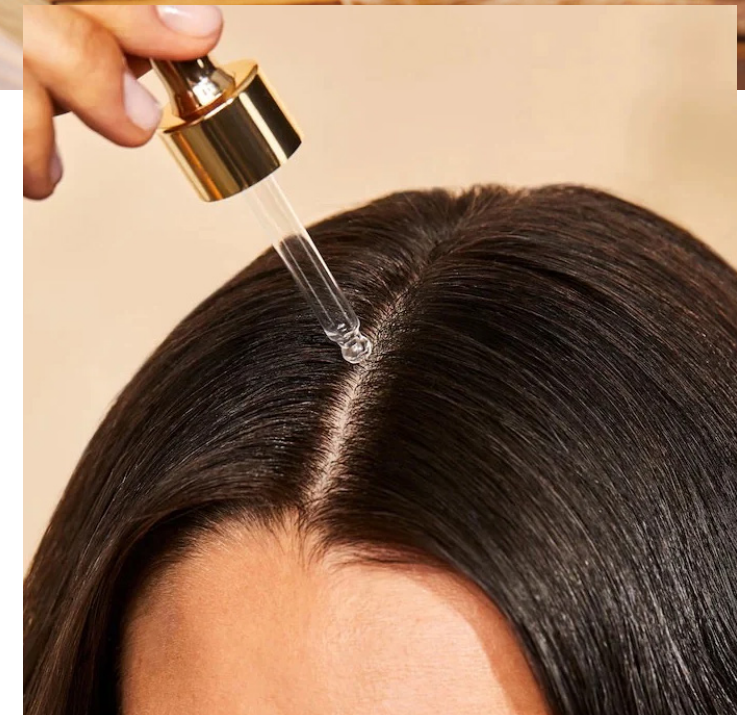
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Skinification

Hair care is now seen as skincare, with consumers understanding that the two are connected. The last few years have seen an increase in scalp care products as consumers recognize that the scalp is an extension of their skin. Aging hair (58%) and scalp problems (42%) are among the top hair care concerns cited by global hair care consumers in 2022 (EuroMonitor).

As the lines between skincare and haircare continue to blur, common skincare ingredients like hyaluronic acid, collagen, and retinol are popping up in hair care products. New hair products like serums, exfoliators, and masks borrow from popular skin product formats. And packaging is evolving to keep up with these changes. The haircare aisle is no longer filled with plastic bottles in standard sizes, shapes, and colors. We're seeing clear containers, custom designs, premium packages, refill systems, alternative formats, and more.

The lines between hair care, skin care, and cosmetics are blurring.

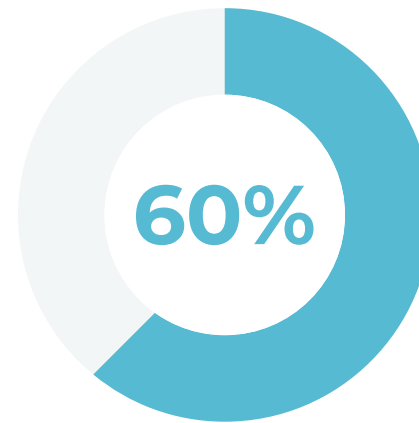




Experiential

With the pandemic mostly behind us, consumers are returning to the store. While e-commerce and digital channels will remain important, people also want the in-person shopping experience. They enjoy browsing the aisles, interacting with products, smelling the fragrances, and touching the packaging.

Following years of stress and anxiety and being cooped up at home, consumers now seek products, services, and experiences that bring them joy. They want to have fun with hair colors and styles and find ways to express themselves. According to Mintel, consumers will increasingly expect “more playfulness, experimentation, and DIY.” Unique packaging formats, fun shapes, and colorful graphics can address these needs.



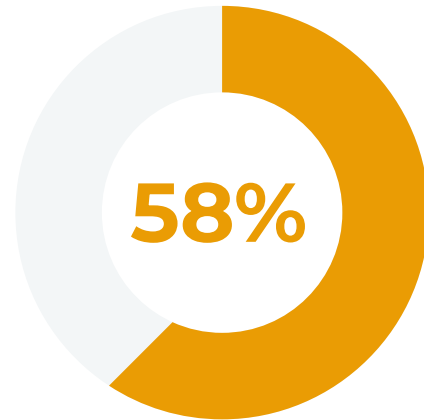
A 2022 GlobalData Survey found that almost 60% of consumers say they are always/often influenced by how enjoyable or unique a product is.

Value Sizes

Consumers are feeling the effects of inflation, global economic uncertainty, supply chain disruptions, and rising costs. As a result, people are changing their habits and choosing to spend less or buy “better.” With prices on the rise, consumers are seeking value for money through high-quality products and ingredients, multi-functionality, and optimized pack sizes.

There is a newfound focus on how packaging can offer greater affordability and value. Some people are looking for larger pack sizes with a better price-per-unit, while others seek smaller packs with a lower price tag. Both these options can attract price-conscious consumers.

A 2022 GlobalData Survey found that almost 58% of consumers say they are quite or extremely concerned about their personal finances.





Inclusivity

Today's consumers want to support companies and brands that are aligned with their values, and a commitment to diversity, inclusivity, and accessibility is becoming increasingly meaningful. Over 60% of North American consumers say supporting brands promoting diversity is important to them (GlobalData). This is especially true among younger generations. They want products, marketing, and messaging that reflect all of society, including different races, gender identities, sexual orientations, ages, and sizes.



When it comes to hair care, representation of different ethnicities, cultures, and hair types is crucial. Branding and package design can be used to demonstrate inclusivity. For example, Berlin Packaging's Design by Touch braille packaging solution was created to help those with visual impairments.



“It is critical that all consumers feel seen and spoken to.”
 - Mintel analyst, Andrew McDougall

Berlin Packaging's Design By Touch Braille Packaging Solutions

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 is not a distributor. We're not a manufacturer. And we're not a packaging consultancy. Instead, we're all three at the same time. We are best-of-breed amongst manufacturing, distribution, and value-added service providers. We are the world's largest **Hybrid Packaging Supplier**®.



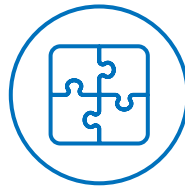
Best Elements of
a Manufacturer

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We offer value-added services specialized to best address all your packaging needs.

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