

Market Study: Plastic Packaging for Cosmetics & Personal Care Products - Europe



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This brochure provides further information on the study “Plastic Packaging for Cosmetics & Personal Care Products - Europe”.

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Market Study: “Plastic Packaging for Cosmetics & Personal Care Products”

26 Countries, 140 Pages, 29 Graphs, 78 Tables, 02/2020

Summary

Chapter 1 offers an overview of the European Market for plastic packaging for cosmetics and personal care products including forecasts until 2026. Data on demand volumes as well as on the individual application areas and packaging types is listed in clear tables and graphs. The data is presented in number of units.

Chapter 2 offers detailed information on demand in 26 individual countries (e.g. Russia, Switzerland, and Turkey). In addition, demand is split by the following application areas and packaging types:

Application areas:

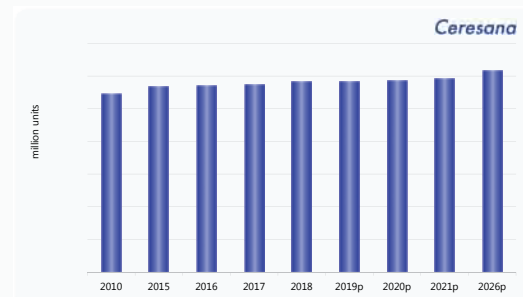
- Cosmetics – Face
- Cosmetics – Lips
- Cosmetics – Eyes
- Cosmetics – Nails
- Skin Care – Face
- Skin Care – Body
- Skin Care – Sun Protection
- Skin Care – Baby and Child
- Personal Care – Hair Care
- Personal Care – Shower and Bath
- Personal Care – Oral Care
- Personal Care – Deodorants
- Personal Care – Hair Removal

Packaging types:

- Screw Bottles
- Squeeze Bottles
- Dispensers and Spray Bottles
- Jars, Cans etc.
- Tubes
- Flexible Packaging
- Blister Packaging

2.1.2.23 Switzerland

Demand for plastic packaging for cosmetics and personal care products in Switzerland amounted to X million units in 2018. We expect demand to increase at an average rate of X% during the next eight years, thus amounting to approx. X million units in 2026.



Graph: Demand for cosmetics and personal care plastic packaging in Switzerland from 2010 to 2026

In the period from 2018 to 2026, the sectors “personal care – deodorants” and “skin care – face” will presumably achieve the highest percentage increases. With regard to packaging types, the market for tubes will develop most dynamically. Detailed information on the market development for the individual application areas and packaging types can be found in the respective tables.

At first glance, the market for cosmetics in Switzerland appears to be relatively saturated. However, there are of course still trends and niches which promise future growth. The course of the Swiss market is, like so many others, set for natural cosmetics.

The Swiss population seems to be willing to pay potentially higher prices. Ecologically sound ingredients without potentially harmful substances are becoming more and

more important for purchasing decisions. Plastic packaging in the segments “face” and “nails” have the best future prospects in this cosmetics market with only slow overall growth.

million units	2010	2015	2016	2017	2018	2019p	2020p	2021p	2026p	2018-2026p
Screw Bottles	X	X	X	X	X	X	X	X	X	X% p.a.
Squeeze Bottles	X	X	X	X	X	X	X	X	X	X% p.a.
Dispensers and Spray Bottles	X	X	X	X	X	X	X	X	X	X% p.a.
Jars, Cans etc.	X	X	X	X	X	X	X	X	X	X% p.a.
Tubes	X	X	X	X	X	X	X	X	X	X% p.a.
Flexible Packaging	X	X	X	X	X	X	X	X	X	X% p.a.
Blister Packaging	X	X	X	X	X	X	X	X	X	X% p.a.
Total	X	X	X	X	X	X	X	X	X	X% p.a.

Table: Demand for cosmetics and personal care plastic packaging in Switzerland from 2010 to 2026 – split by packaging types

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