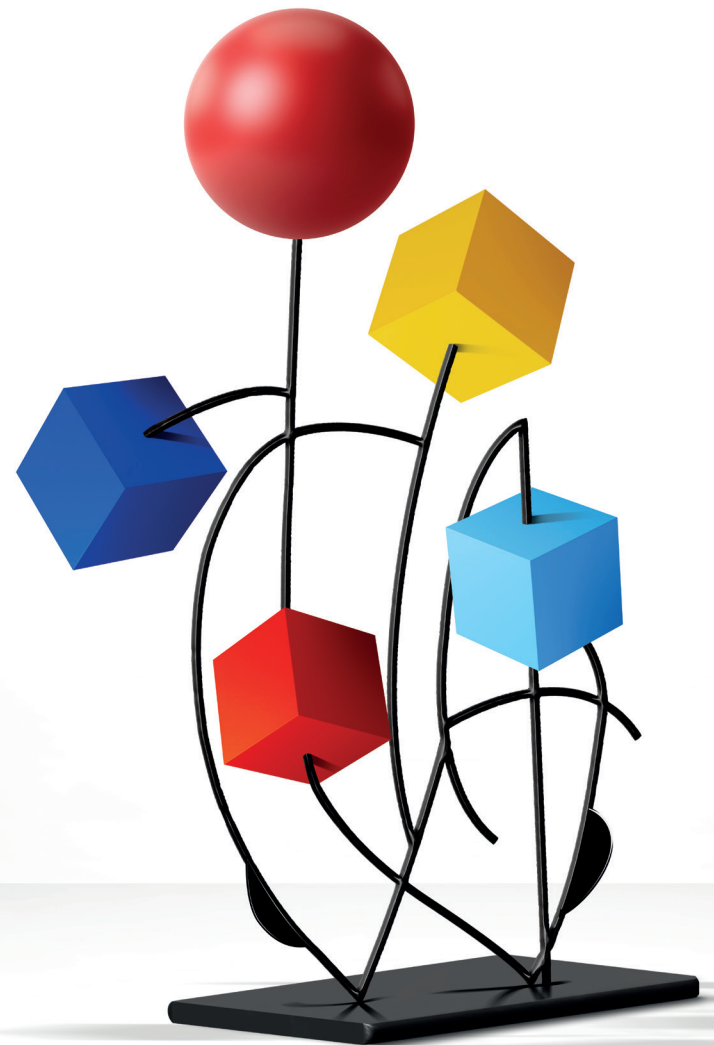


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BEAUTY & PERSONAL CARE Packaging Technologies

February 2025



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BEAUTY & PERSONAL CARE

Packaging Technologies

Beauty & Personal Care Sector Packaging Machinery Forecast 2023 & 2028



2.4 bln. €
Value 2023

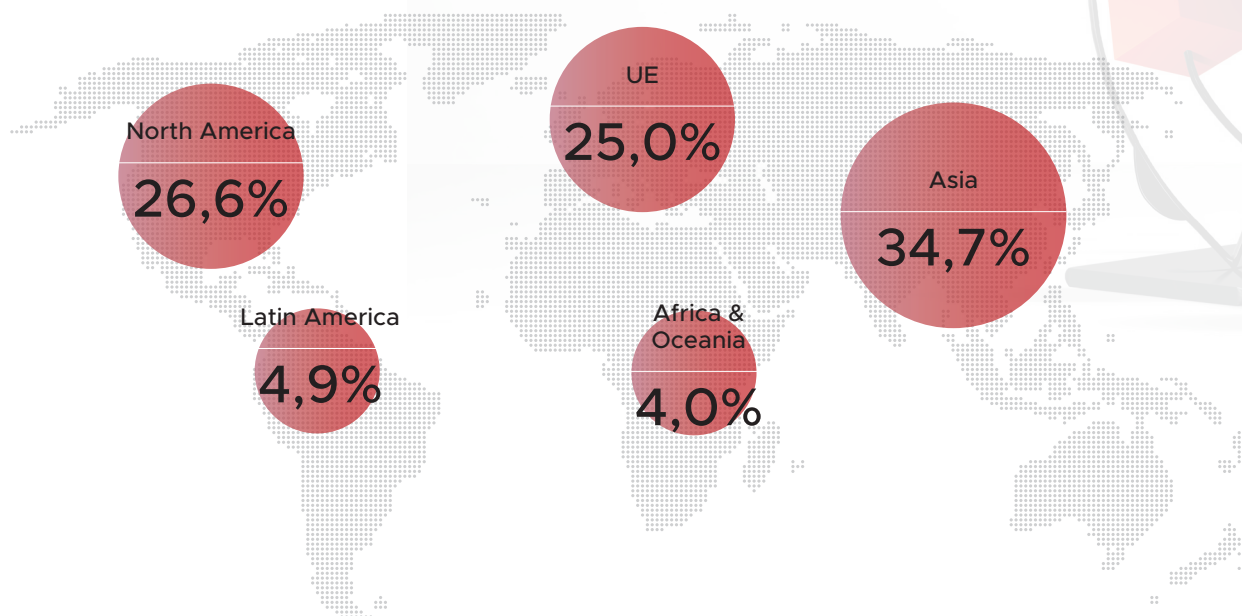
3.0 bln. €
Value 2028

+4.1%
CAGR 2024 - 2028

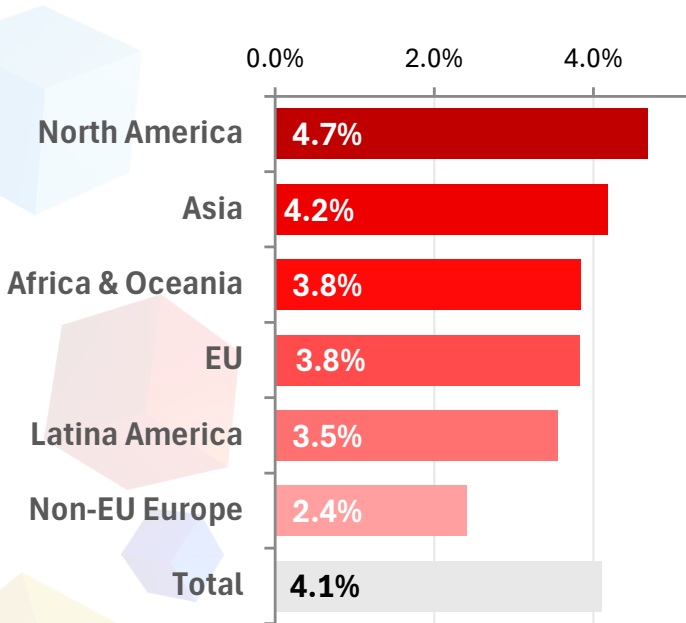
The latest market analyses on **Packaging Technologies for Beauty & Personal Care** highlight a total value of **€ 2,416.2 million** in 2023. Forecasts indicate growth to **€ 2,953.9 million by 2028**, driven by an average annual increase of **+4.1%**, in line with the overall packaging technology sector. This development will generate an additional **€ 837.7 million in overall market value**.

Analyzing the **geographical distribution** of the market value for packaging and packing machinery in the Beauty & Personal Care sector, it emerges that **34.7%** of the value is concentrated in **Asia**, followed by **North America** in second place with a **26.6%** share. The **European Union** ranks third with a **25.0%** share. Overall, **these top three regions account for over 86%** of the global market. **Latin America**, along with **Non-EU Europe**, each hold a **4.9%** share, while **Africa and Oceania** round out the ranking with a combined total of **4.0%** in 2023.

Beauty & Personal Care Sector 2023 macro-region shares



Beauty & Personal Care Packaging Machinery CAGR 2024 - 2028



Considering the annual growth rate (CAGR 2024-2028), **North America** leads the ranking with an estimated increase of **+4.7%**, generating an additional **€ 165.4 million in market value**. **Asia** follows with a growth rate of **+4.2%**, contributing to a market expansion of **€ 190.4 million**. Both regions are expected to grow at a pace exceeding the sector average (+4.1% per year).

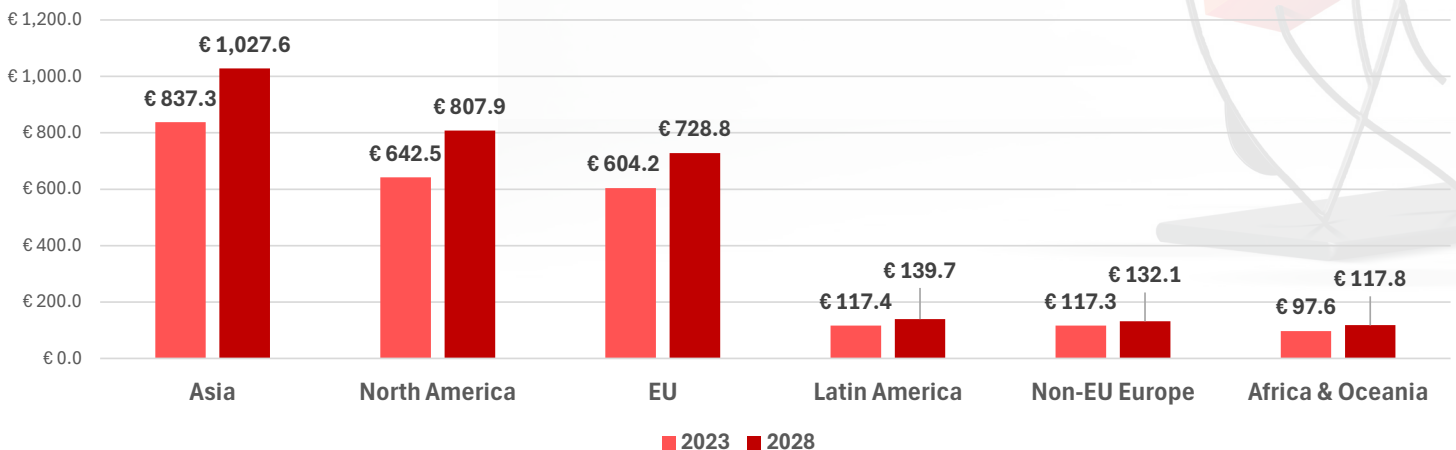
Africa and Oceania, along with the **European Union**, rank third and fourth, with a projected annual growth rate of **+3.8%**. Their contributions to the market will amount to **€ 20.2 million** and **€124.6 million**, respectively, between 2024 and 2028. **Latin America** are expected to grow at a rate of **+3.5%**, adding **€ 22.4 million in market value**.

Finally, **Non-EU Europe** is expected to see moderate but positive growth of **+2.4%** per year through 2028, adding **€ 14.8 million**.

Beauty & Personal Care Packaging Machinery

Market value 2023 e 2028

(values in mln. €)

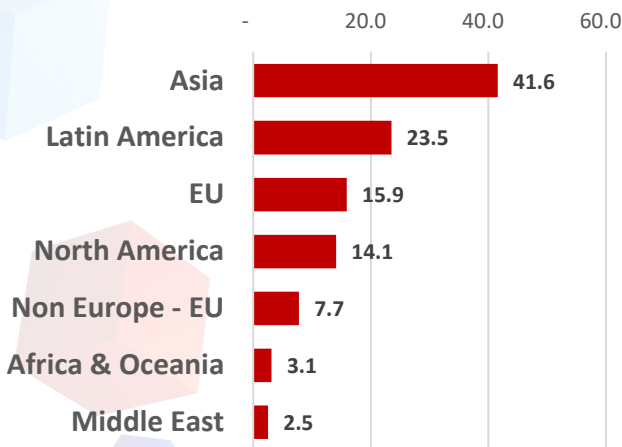


PACKAGING MATERIALS

Beauty & Personal Care Packaging

Beauty & Personal Care Packaging Materials

Billions of Packaging units in 2023



In 2023, the **Beauty & Personal Care** sector recorded a **global consumption of 108.4 billion packaging units**, with projections indicating an increase to **121.4 billion by 2028**. This trend will be driven by an **average annual growth rate of +2.3%**, resulting in an **additional 13 billion units over five years**.

From a **geographical perspective**, **Asia** represents the largest consumer market, with **44.1 billion packaging units used in 2023** (40.7% of the total), expected to grow to **52.6 billion by 2028**.

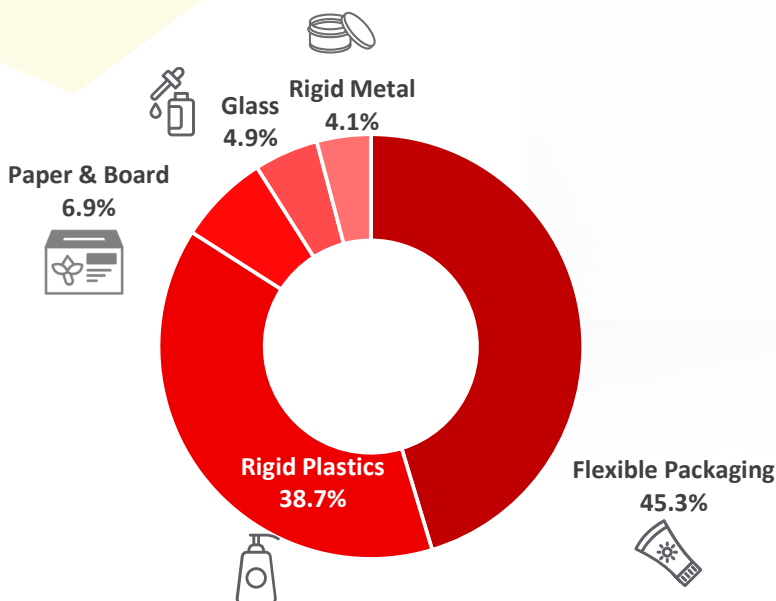
Latin America follow in second place, with a consumption of **23.5 billion units in 2023** (21.7% of the total), and a **forecasted growth to 24.6 billion**.

The **European Union** ranks third, with **15.9 billion units consumed in 2023** (14.7% of the total), anticipated to reach **17.0 billion by 2028**. **North America** holds the fourth position, with a volume of **14.1 billion units in 2023** (13.0% of the total), forecasted to rise to **15.1 billion by 2028**. **Non-EU Europe** follows, with a consumption of **7.7 billion units in 2023** (7.1% of the total) and an estimated increase to **8.5 billion by 2028**.

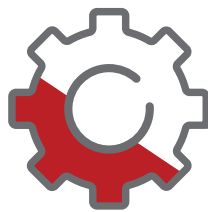
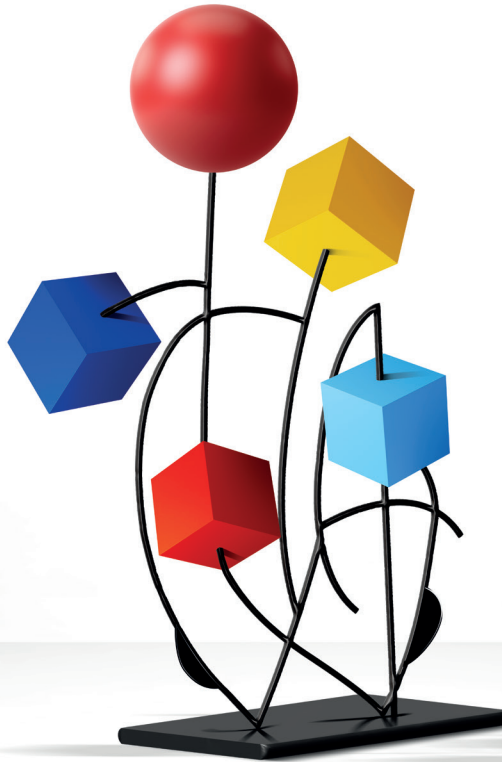
Finally, **Africa & Oceania**, with a combined volume of **3.1 billion units in 2023** (2.9% of the total), are expected to grow to **3.5 billion by 2028**.

Packaging Materials for Beauty & Personal Care

2023 volume share by material



Regarding the **distribution of materials** used for packaging in the Beauty & Personal Care sector, **84.1%** of packaging is made of **plastic**, with **45.3%** consisting of **flexible packaging** and **38.7%** of **rigid plastic**. The remaining 15.9% is divided among **paper and paperboard packaging** (6.9% of the total), **glass packaging** (4.9% of the total), and **rigid metal packaging** (4.1% of the total).



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