



# Personal Care Packaging

Packaging solutions only from MRP. **Made in the U.S.A**



The global beauty and personal care market was valued at nearly \$483 billion in 2021, with an expected CAGR of more than 7% through 2030, according to the latest report by Grand View Research. Choosing the right packaging can help your products stand out among the rest on store shelves and online as demand increases for packaging that is attractive, convenient to use and easy to ship. Trust the packaging experts at MRP Solutions to help you create a package that will support your business in this growing market.

SOURCE: [grandviewresearch.com](https://www.grandviewresearch.com)

## Personal Care Packaging Trends

**Convenient, frustration-free packaging for the on-the-go consumer culture.** Packaging must meet the demands of consumers that are increasingly fickle and time constrained. It must also be easy to use and open. **Choose MRP for a wide variety of convenient dispensing closure options that consumers want.**

**Packaging for the online experience.** Consumers continue to embrace the digital world and online shopping. Because of the popularity of social media, Tik Tok and the ability to instantly share reviews, online influencers can create skyrocketing demand for a product. **MRP's agility can help you capitalize on social buzz, delivering packaging solutions quickly.**

**Male specific packaging.** Packaging designed for the male population, a growing market segment in personal care, should be designed for quick access and convenient usage, with labeling targeting men. **Rely on MRP for packaging expertise that will help your product stand out in this segment.**

**The lipstick effect.** The lipstick effect occurs when consumers continue to spend money on small luxury items during times of economic stress. While they are unlikely to splurge on big-ticket luxury items, consumers can likely find the cash to purchase items such as a premium lipstick. **Look to the Custom-Lite offerings from MRP to achieve a cost-effective premium look that will represent your brand on the shelf.**

**Aging population.** The global population of women aged 50+ will grow to 1.3 billion in the next 15 years, driving demand for age-specific, anti-aging, and restorative products. Packaging that is easy to hold, open and close is the essential for older adults and **MRP has the packaging solutions to accommodate this demographic.** (source: Euromonitor)

**Raising awareness.** Consumers are not only becoming increasingly aware of and concerned about ingredients in the products they use, choosing vegan/organic/ natural, etc., they expect the same sustainability from packaging. Recycled and recyclable materials influence purchase decisions for many consumers. **MRP packaging is recyclable and can be made with post consumer recycled material options.**

**Beauty from within.** Consumers are increasingly seeking inside-out options (cosmeceuticals) to compliment/support their beauty routines. The top growing beauty supplement products are those that support hair growth/strength, stronger nails, and clearer skin, as well weight loss. **MRP is a market leader in dispensing closures for the nutraceutical market.**

**Shared purpose accelerates business value. What's your packaging purpose?**

