

India Personal Care Packaging Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The India Personal Care Packaging Market is estimated to record a CAGR of about 6.2% over the forecast period (2022-2027).

Key Highlights

Rapid Indian economic growth and a rise in disposable income resulted in changing lifestyle patterns in India. It led to an increase in the consumption of personal care products, which has driven the growth of the Indian market for personal care packaging. The development in packaging technologies and the availability of personal care products in innovative designs, such as sprays, pumps, sticks, rollers, balls, and pen type, also boost the market growth.

The increasing focus on personal health and hygiene represents one of the significant factors influencing the demand for beauty and personal care products in India. Moreover, the Government of India and private organizations are undertaking several initiatives to spread awareness about the importance of feminine and personal hygiene. It also increased demand for personal care products, enhancing the packaging market.

These major market players apply polypropylene films for the most refined cosmetic packaging wherever BOPP (biaxially-oriented polypropylene) is favored as customary cosmetics packaging material. Since its inception, 3D printing technology has been accepted by cosmetic packaging companies internationally as it provides aesthetic feasibility to the product and is usually employed in fragrances, shampoos, and package cosmetics.

Moreover, Indian consumers are focusing on sustainability to drive Eco-Friendly packaging. Indian consumers are becoming more aware of their surroundings and environment. As per Euromonitor Lifestyles Survey data, 28% of consumers strongly agree to impact the environment over their everyday actions positively.

India Personal Care Packaging Market Trends

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Rise in Eco-friendly Bio-Degradable Packaging

There are specific changes in consumer behavioral patterns in India with increasing sales and demand for personal care and hygiene products in India. Consumers now purchase products developed with natural and organic ingredients and packaged in eco-friendly and biodegradable packaging solutions. It is primarily due to the growing awareness about health and wellness among consumers who believe that choosing natural products would allow them to do their bit to conserve the environment. Eco-friendly bio-degradable packaging is less likely to release or induce toxins to products stored inside. Besides, it also helps the environment by not adding to the non-biodegradable garbage problem. Government initiatives towards promoting eco-friendly packaging materials across personal care products contribute to the personal care packaging market share.

For Instance, In Jul 2021, India's Defence Research and Development Organisation (DRDO) has launched environmentally friendly packaging products manufactured using natural and plant-based food-grade materials that are biodegradable. The government of India has decided to eliminate the usage of single-use plastic in the country by 2022, and these biodegradable packing bags help them make a forward step in that direction.

Furthermore, bio-based materials have several potential benefits for greenhouse gas balances and other environmental impacts over the whole life cycle and in the use of renewable rather than finite resources. It is intended that the use of biodegradable materials will contribute to sustainability and reduction in the environmental impact associated with the disposal of oil-based polymers.

High Impact of Social Influence and Personal Health and Hygiene for Personal Care Products

The increasing focus on personal health and hygiene represents one of the significant factors influencing the demand for beauty and personal care products in India. Furthermore, high awareness regarding cosmetics products, such as facial makeup and hairstyling and coloring products, is expected to grow the market soon.

The demand for multifunctional products drives innovation, as price-conscious consumers opt for products that provide hydration and skin protection. Companies constantly advertise cosmetics that provide medicinal benefits, especially on social networking sites like Facebook, Twitter, YouTube, and Instagram, where beauty bloggers are trendy. It leads to a rise in the demand for the personal care packaging market.

With the increasing internet penetration, the online market for purchasing consumer goods has seen rapid growth in the last 3-4 years in India. This category has attracted a few vertical specialists, like Nykaa, Purple, Nnow, etc. They are riding on the increasing e-tailing growth and vying for a significant pie in the online cosmetics space. Nykaa offers more than 600 brands in offline and online stores in India.

Moreover, with the rise in the adoption of western culture, the color cosmetics market is one of the fastest-growing markets in India. As the aesthetic appeal in the young generation is rising, the penetration of color cosmetics products in the Indian market is increasing. India is estimated as one of the fastest-growing countries, in terms of color cosmetics, in the Asian region. The rise in the personal and beauty care industry will directly impact the packaging market, and it will grow simultaneously with the rise in personal care products.

India Personal Care Packaging Market Competitor Analysis

The market is moderately fragmented, with players, like Amcor PLC, Aptar Group, Bemis Company, Inc., Mondi Group, Rexam, RPC Group, Silgan Holdings, Sonoco, Wipak, Huntsman Corporation, and Tredegar Corporation. To capture the market share, vendors are strategizing their business models by enhancing their product lines and engaging in collaborations and acquisitions, with a

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core focus on sustainability.

Amcor PLC is the major player operating in the Indian market for personal care packaging. Amcor India was awarded a certificate identifying us as a Unilever Green Partner for successfully applying electronic invoicing through all units in India. Amcor is among the first suppliers to implement E-invoicing for Unilever Pan-India. It is the primary step toward sustainability in daily operations at Unilever and Amcor, aiding reduce printing and paper while also reducing carbon footprints and executive costs.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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