

Cosmetic Packaging Machinery - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 110 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The Cosmetic Packaging Machinery Market size is worth USD 3.16 Billion in 2025, growing at an 2.96% CAGR and is forecast to hit USD 3.66 Billion by 2030.

Cosmetics packaging machines are specialized equipment for various cosmetic items, from creams and lotions to perfumes and lipsticks. They play a pivotal role in packaging and handling tasks like filling, sealing, labeling, and capping. This guarantees that cosmetic products are packaged efficiently and maintain high hygiene standards. The rising consumer consciousness regarding personal grooming and beauty products fuels the demand for efficient packaging solutions. According to L'Oreal, the global cosmetics market grew 8% in 2023 compared to the previous year.

Key Highlights

- Factors such as the growing millennial population, increasing urbanization, and rising incomes of consumers are the major contributors to the growth of the cosmetic industry. Urbanization has created several opportunities for the players in the market by raising disposable income and creating awareness about the availability of various cosmetics, thereby significantly spurring the demand for cosmetic products and packaging. According to the Population Reference Bureau, global urbanization stood at 57% in 2023. North America, Latin America, and the Caribbean led the charge, with over 80% of their populations living in urban centers.
- High-income consumers are highly inclined to spend on luxury and organic cosmetics. Gen Z consumers are increasingly swayed by cosmetic brand marketing efforts, leading to a surge in spending intentions. For instance, in the United Kingdom, consumer spending on personal care products surged from GBP 7,992 million (USD 9940.2 million) in 2022 to GBP 8,976 million (USD 11,164.1 million) in Q2 2023. This uptick in European consumer spending underscores the region's rising demand for diverse packaging solutions.
- Innovations in packaging technology, such as automation and the integration of IoT, enhance the efficiency and capabilities of

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

packaging machines. For instance, in May 2024, L'Oreal introduced a range of innovations under the banner 'Beauty for Each, Powered by Beauty Tech.' These innovations encompass advanced skin and hair diagnostics, a personal beauty assistant powered by GenAI, a GenAI Beauty Content Lab named CREAITECH to boost creativity, a groundbreaking hair dryer utilizing infrared light technology, a micro-resurfacing device enhancing skincare, and an advanced technology platform mimicking human skin for scientific research and product testing.

- Amid a rising emphasis on sustainability, cosmetics manufacturers increasingly seek natural and eco-friendly ingredients and emulsifiers. The shift toward 'green' beauty is not just a passing trend. Research highlights the toxicity of conventional cosmetics, propelling the rapid and sustainable growth of the demand for natural cosmetics. Consumers are becoming more aware of their choice's environmental and health impacts, driving demand for products that align with their values. This trend is expected to continue, with innovations in natural ingredients and sustainable practices further enhancing the appeal of green beauty products, thereby creating more opportunities in the market studied.

- Moreover, the cosmetics packaging machinery sector faces significant limitations in terms of high initial capital demands. This financial barrier can be incredibly daunting for small and medium-sized cosmetic manufacturers, hindering them from investing in advanced packaging equipment. Therefore, the industry sees limited new entrants, reducing competition and stifling innovation.

- Changes in environmental and safety regulations can require companies to upgrade their packaging machinery to meet new standards, leading to additional costs. This can be particularly challenging during times of economic stress. In addition, the conflict has affected the packaging ecosystem by disrupting supply chains and causing fluctuations in raw material prices.

Cosmetic Packaging Machinery Market Trends

Labeling Machine to Witness Significant Growth

- Labeling machines spread labels to different products, packages, or containers. These labels deliver essential information such as product names, ingredients, barcode pricing, and other details that help consumers and businesses identify and manage items efficiently. Labeling machines come in different types and sizes and are suitable for multiple industries, including cosmetics. They can handle a range of label formats, including shrink sleeves, adhesive labels, and pressure-sensitive labels, making them versatile tools in the packaging process.

- Technological improvements have led to the development of more sophisticated and automated labeling machines, which can handle high volumes and ensure precision. For instance, in September 2023, GM highlighted its highly automated DC350Flex+ wine line for premium label embellishment. Designed to add maximum value to digital labels for luxury markets, especially wine, cosmetics, and beauty, it is influential for its unique foiling and embossing abilities and striking digital varnish effects.

- Stringent regulations regarding product information, safety, and traceability are driving the need for precise and reliable labeling. Regulatory bodies often require detailed information on cosmetic products, including ingredients, usage instructions, and expiry dates. In December 2023, the European Parliament and the Council reached a provisional agreement on chemical classification, labeling, and packaging regulation (CLP regulation). This agreement is expected to positively impact the market, with companies increasingly adopting digital labeling and sustainable practices to meet the updated regulatory standards.

- Furthermore, high-quality labels are essential for attracting consumers and differentiating products on store shelves. Advanced labeling machines enable manufacturers to use various materials, colors, and designs to enhance brand appeal. Innovations such as RFID and smart labels that provide additional information and interactive experiences for consumers are becoming more prevalent, driven by advances in labeling technology. The trend toward personalized and customized cosmetic products requires flexible labeling solutions. Modern labeling machines can handle small batch runs with unique labels, catering to the demand for customized packaging.

- Rapid urbanization and economic growth in emerging markets lead to increased demand for cosmetic products and, consequently, packaging solutions, including advanced labeling machines. According to the World Bank, in 2023, approximately a third of the total population in India lived in cities. The trend shows an increase in urbanization by more than 4% in the last

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

decade, meaning people have moved away from rural areas to find work and make a living in the cities. Furthermore, according to L'Oreal, in 2023, skincare products made up 40% of the global cosmetic market. Geographically, North Asia and North America dominated, accounting for about 60% of the cosmetics market combined.

North America to Hold Significant Market Share

- North America has a robust cosmetics market with continuous demand for beauty and personal care products. This high demand necessitates efficient and high-capacity packaging machinery. Data from the US Census Bureau shows that in 2023, sales in health and personal care stores in the United States reached approximately USD 435 billion, marking an increase from the previous year's USD 400 billion.
- In addition, the United States is a hub for cosmetic products and is known for its innovative and quality products. Consumers in the United States seek products geared toward their specific needs and preferences. The country has the footprint of many multinational companies, such as Revlon, MAC Cosmetics, Avon, and L'Oreal. The United States is one of the big markets for skin care products, including anti-aging and anti-wrinkle effects.
- For instance, in May 2024, LBB Specialties agreed to become Ingredion's exclusive distribution partner in the United States and Canada for its personal care product portfolio, including Farmal bio-based polymers and Nativacare natural polymers. Ingredion's beauty and personal care portfolio includes water and oil-absorbent starches that reduce shine and moisture in skin care products.
- The region's focus on technological innovation in packaging machinery, including automation and smart packaging solutions, enhances efficiency and meets the cosmetics industry's evolving needs. The country's shift toward Industry 4.0 is driving the adoption of technologies such as automation, AI, and IoT in the manufacturing sector, driving the market's growth. The rise of e-commerce in North America has led to an increased need for efficient and reliable packaging solutions to ensure product safety during transportation and enhance consumers' unboxing experience.
- Moreover, Canada's robust economic rebound allows US firms to tap into its expanding market. With a booming economy, Canada presents a significant platform for American cosmetic companies looking to establish and expand their presence in the cosmetics sector. This sector encompasses many products, from soaps and makeup to nail adhesives, tattoo inks, and hair dyes. A November 2023 report by the Canadian Broadcasting Corporation highlighted how cosmetics have emerged as a critical revenue stream for pharmacy and drugstore retailers. Notably, Loblaw, a major Canadian retailer, attributed its robust earnings to food inflation and a notable uptick in sales, particularly in high-margin segments like cosmetics.
- According to StatCan, the sales of cosmetics and fragrances amounted to approximately CAD 1.86 billion (USD 1.38 billion) in the third quarter of 2023. The continued sales of cosmetics and perfumes in Canada drive innovation in North American cosmetic packaging, thereby boosting the market studied.

Cosmetic Packaging Machinery Industry Overview

The cosmetic packaging machinery market is fragmented, with many big players offering solutions, such as Bosch Packaging Technology Inc., IMA Industria Macchine Automatiche SpA, Marchesini Group SpA, Packys Global Ltd, Promach Inc., and Turbofil Packaging Machines. Players are engaged in new product innovation, acquisitions, collaborations, etc., to increase their market share.

- April 2024: GEKA introduced a formulation-compliant recycled polypropylene (PCR PP) tailored for cosmetics packaging. This PCR PP, designed for bottles and rods, maintains the same quality as virgin material, offering a notable advancement in material sustainability. Notably, manufacturers can seamlessly integrate this material without the need for adjustments to their tooling or processing equipment, all while being offered at a competitive price point.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- September 2023: Albea Tubes collaborated with the renowned French cosmetics brand L'Occitane to revamp Albea's 30 ml hand cream packaging. The new design features an all-plastic laminate, including an Association of Plastic Recyclers-certified Greenleaf tube with a multilayer HDPE sleeve. This innovation ensures the tube is recyclable in existing PE recycling streams across France, Europe, and the United States.

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHTS

4.1 Market Overview

4.2 Industry Value Chain Analysis

4.3 Industry Attractiveness - Porter Five Forces Analysis

4.3.1 Bargaining Power of Suppliers

4.3.2 Bargaining Power of Consumers

4.3.3 Threat of New Entrants

4.3.4 Intensity of Competitive Rivalry

4.3.5 Threat of Substitutes

4.4 Impact of Key Macroeconomic Trends on the Market

4.5 Market Drivers

4.5.1 Growing Demand for Personal Care Products

4.5.2 Increasing Industrial Automation

4.6 Market Challenges

4.6.1 High Initial Capital Requirement

5 MARKET SEGMENTATION

5.1 By Machine Type

5.1.1 Form/Fill/Seal Machinery

5.1.2 Labelling Machinery

5.1.3 Capping Machinery

5.1.4 Wrapping Machinery

5.1.5 Other Machine Types

5.2 By Geography ***

5.2.1 North America

5.2.2 Europe

5.2.3 Asia

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

5.2.4 Australia and New Zealand

5.2.5 Latin America

5.2.6 Middle East and Africa

6 COMPETITIVE LANDSCAPE

6.1 Company Profiles*

6.1.1 Bosch Packaging Technology Inc. (Robert Bosch GmbH)

6.1.2 IMA Industria Macchine Automatiche SpA

6.1.3 Marchesini Group SpA

6.1.4 Packsys Global Ltd

6.1.5 Prosy's Innovative Packaging Equipment

6.1.6 Turbofil Packaging Machine LLC

6.1.7 Vetraco Group

6.1.8 Zhejiang Rigao Machinery Corporation Ltd

6.1.9 Wimco Ltd

6.1.10 ProMach Inc.

6.1.11 Liquid Packaging Solutions Inc.

6.1.12 APACKS

7 INVESTMENT ANALYSIS

8 FUTURE OF THE MARKET

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Cosmetic Packaging Machinery - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 110 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-01"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

