

## **Latin America Cosmetic Packaging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

The Latin America Cosmetic Packaging Market size is worth USD 2.06 Billion in 2025, growing at an 5.68% CAGR and is forecast to hit USD 2.72 Billion by 2030.

#### **Key Highlights**

- The growing populations of Mexico and Brazil, coupled with demographic shifts such as urbanization in smaller cities and an aging population, are expected to drive the region's market growth. The increasing number of women joining the workforce is expected to contribute to expanding the Mexican beauty and personal care market. Moreover, given Mexico's competitive landscape, innovation remains critical for businesses to differentiate themselves from competitors.
- In recent years, cosmetic packaging in Latin America has experienced significant growth. Among all industries, cosmetics have the most diverse packaging needs. Recently, the industry has come together to address plastic pollution, adopting innovative packaging strategies and enhancing formulations. Glass, a time-honored packaging material, boasts nonporous and impermeable qualities. Its durability ensures it remains chemically inert and does not degrade over time. Beyond its functional benefits, glass lends a premium appeal to products, allowing consumers to see its content and color. This transparency is a crucial reason for its prevalent use in cosmetic packaging.
- Latin America became a hub for the factory-based production of cosmetics and perfumes. This era marked a shift from natural ingredients to chemical formulations. Advancements in understanding scent chemistry led to the creation of synthetic perfumes, revolutionizing the traditional fragrance industry. Entrepreneurs began establishing brands, focusing on attractive packaging, celebrity endorsements, and creating emotional connections with consumers. These branded products evolved from purely functional items to vessels of hope and aspiration.
- The increasing consumer expenditure on grooming and beauty products drives the demand for premium items, boosting the market for glass bottles and containers. This trend is particularly evident in the cosmetics and perfume industries, where

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packaging plays a crucial role in product perception and brand image. Glass packaging is often preferred for high-end products due to its perceived quality, recyclability, and ability to preserve product integrity.

- Markets such as Peru, Costa Rica, and Panama are proving to be particularly lucrative for cosmetics packaging, further influencing the growth of the glass packaging industry. These countries are experiencing rapid economic development and a growing middle class, leading to increased consumption of personal care and beauty products. As a result, local and international cosmetics brands are expanding their presence in these markets, driving the demand for high-quality packaging solutions, including glass bottles and containers.

- Increasing government regulations on plastic packaging in Latin America constrain the market. However, these regulations also present an opportunity for sustainable practices, particularly in cosmetic packaging. Regulatory pressures and consumer demand for environmentally responsible products drive the shift toward eco-friendly materials. The region's companies invest in research and development to create innovative, sustainable packaging solutions that comply with new regulations while meeting market needs.

## Latin America Cosmetic Packaging Market Trends

### Glass Bottles and Containers to Hold Significant Market Share

- Glass packaging has gained popularity for storing liquid medicines, cosmetics, and perfumes across various industries. These containers are crafted from high-quality glass and feature a plastic dropper, distinguishing them from traditional medicine bottles. The dropper enables precise dispensing of liquids and minimizes waste. Using glass for these containers offers several advantages, including chemical inertness, transparency, and recyclability.

- Glass bottles are widely used for storing liquid medicines, skincare products, perfumes, and other applications requiring accurate dosage control. The pharmaceutical industry, in particular, benefits from glass packaging because it maintains product integrity and extends shelf life. The cosmetics and personal care industries also utilize glass bottles for premium products, leveraging their aesthetic appeal and perceived quality. The versatility of glass packaging and the functionality of droppers has led to its adoption in various niche markets, such as essential oils and aromatherapy products.

- The market for glass bottles is expected to grow significantly during the forecast period, driven by the increasing demand for natural fragrances over synthetic-based ingredients and the rising popularity of luxury perfumes. This trend has prompted companies to invest in innovative designs for perfume glass bottles, exploring unique shapes, textures, and embellishments to enhance product appeal. Perfume glass bottles are considered high-end luxury items due to their well-rounded shapes and excellent reflectivity, which contribute to the overall sensory experience of the fragrance.

- The glass material also helps preserve the scent's integrity and extends its shelf life. In 2023, Mexico's production of cosmetics, perfumes, and toiletries reached over USD 8.25 billion, an increase from USD 7.69 billion in 2022. This growth reflects the increasing consumer demand for premium beauty and fragrance products and Mexico's strengthening position in the global cosmetics and perfume industry.

- Increasing consumer awareness of environmental impact has driven a growing demand for sustainable products that reduce waste. This trend has significantly boosted the popularity of refillable glass bottles in the perfume industry. Refillable perfume bottles align with eco-conscious values by eliminating the need for disposable packaging and substantially reducing plastic waste. Being infinitely recyclable without quality degradation, glass has emerged as the preferred material for refillable perfume containers.

- This shift toward refillable glass bottles addresses environmental concerns and offers consumers a more luxurious and long-lasting product experience. Perfume brands respond to this trend by introducing refill options for their popular fragrances, allowing customers to reuse their original bottles and reducing overall packaging waste. Additionally, using refillable glass bottles often results in cost savings for consumers in the long run, as refills are typically priced lower than purchasing a new bottle with the same amount of perfume.

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## Brazil to Register Significant Growth

- The expanding female population in Brazil significantly drives the demand for cosmetic products in the region. This demographic shift is expected to boost the makeup market across the country. The increasing number of women in the workforce and rising disposable incomes contribute to the growth of the cosmetics industry. Brazilian women are known for their beauty consciousness and willingness to invest in personal care products, further fueling market expansion.
- Additionally, Brazil presents a promising market for skin care product developments and launches, driven by consumer attitudes towards maintaining quality of life. The country's diverse climate and environmental conditions create unique skincare needs, prompting manufacturers to develop specialized products. Brazilian consumers are increasingly seeking multifunctional skincare solutions that address various concerns simultaneously, such as anti-aging, sun protection, and hydration.
- The demand for organic and vegan skin care products is also rising as veganism gains traction among young and older adults in Brazil. This trend is a broader shift towards more sustainable and ethically produced cosmetics. Consumers are becoming more aware of ingredient sourcing and environmental impact, leading to increased interest in natural, plant-based, and cruelty-free products. Local and international brands are responding to this demand by expanding their eco-friendly and vegan product lines, catering to the evolving preferences of Brazilian consumers.
- Brazil imports perfumes, cosmetics, and bath products from Argentina, Colombia, and Chile. The country also sources cosmetics from France and the United States. Brazil continues to rely on imports for the production of finished products. To encourage local production, the Brazilian government has implemented import taxes. Companies like Albea are focusing on localizing their cosmetic packaging operations in Brazil. In 2023, Brazil's exports of beauty and personal care products surpassed imports, resulting in a trade surplus. That year, Brazil exported cosmetics and hygiene products worth over USD 911 million to international markets, a significant increase from the previous year. Before 2020, Brazil recorded trade deficits in this market. Key product segments in the Brazilian beauty and personal care market include skin care products, sunscreen, bronzers, and hair care.
- Brazil, renowned for its high-quality and diverse hair products, is now expanding its presence in the skincare market. The country's cosmetics industry responds to changing consumer preferences by introducing a wider range of skincare products and sustainable packaging options. Brazilian skincare brands emphasize sustainability and digital innovation, developing products tailored to the diverse skin tones and unique beauty needs of the Brazilian population. These products leverage the country's rich biodiversity, incorporating natural ingredients sourced from its vast ecological resources.
- Brazil's franchising industry is among the world's largest and most advanced, with specific legislation governing the sector. The country ranks fifth globally in terms of franchise chain numbers. In the cosmetics market, the perfume segment shows consistent growth, driving demand for related products like dispensing systems and spray caps. Despite price sensitivity, Brazilian consumers are willing to invest in premium cosmetic products.

## Latin America Cosmetic Packaging Industry Overview

The Latin American cosmetic packaging market is fragmented, with several global and regional players, such as Albea Group, Hcp Packaging Co. Ltd, Aptar Group, and Silgan Holdings Inc., vying for attention in a contested market space. This market is characterized by low product differentiation, growing levels of product penetration, and high levels of competition.

- May 2024: Aptar Beauty, a provider of dispensing packaging solutions, launched a new fragrance pump. The company claims it is the first to incorporate up to 67% mechanical PCR (post-consumer recycled resin) Plus material.
- October 2023: Gerresheimer, a global provider of innovative systems and solutions for the pharmaceutical, biotech, and cosmetics industries, partnered with Rezemo, a start-up specializing in bio-based materials. This collaboration aims to offer

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sustainable closures for primary packaging in the cosmetics, food and beverage, and pharmaceutical industries.

Additional Benefits:

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

## **Table of Contents:**

### 1 INTRODUCTION

#### 1.1 Study Assumption and Market Definition

#### 1.2 Scope of the Study

### 2 RESEARCH METHODOLOGY

### 3 EXECUTIVE SUMMARY

### 4 MARKET INSIGHT

#### 4.1 Market Overview

#### 4.2 Industry Supply Chain Analysis

#### 4.3 Industry Attractiveness - Porter's 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 Threat of Substitute Products

##### 4.3.5 Intensity of Competitive Rivalry

### 5 MARKET DYNAMICS

#### 5.1 Market Drivers

##### 5.1.1 Increasing Consumption of Cosmetic Products

##### 5.1.2 Increasing Focus on Innovation and Attractive Packaging

#### 5.2 Market Challenges

##### 5.2.1 Growing Sustainability Concerns due to Government Regulations

### 6 MARKET SEGMENTATION

#### 6.1 By Material Type

##### 6.1.1 Plastic

##### 6.1.2 Glass

##### 6.1.3 Metal

##### 6.1.4 Paper and Paperboard

#### 6.2 By Cosmetic Type

##### 6.2.1 Hair Care

##### 6.2.2 Color Cosmetics

##### 6.2.3 Skin Care

##### 6.2.4 Mens Grooming

##### 6.2.5 Deodorants

##### 6.2.6 Other Cosmetic Types (Fragrances, Depilatories, Baby and Child Care, and Sun Care)

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### 6.3 By Product Type

#### 6.3.1 Plastic Bottles and Containers

#### 6.3.2 Glass Bottles and Containers

#### 6.3.3 Metal Containers

#### 6.3.4 Folding Cartons

#### 6.3.5 Corrugated Boxes

#### 6.3.6 Tubes and Sticks

#### 6.3.7 Caps and Closures

#### 6.3.8 Pump and Dispenser

#### 6.3.9 Droppers

#### 6.3.10 Ampoules

#### 6.3.11 Flexible Plastic Packaging

### 6.4 By Country

#### 6.4.1 Brazil

#### 6.4.2 Mexico

#### 6.4.3 Colombia

## 7 COMPETITIVE LANDSCAPE

### 7.1 Company Profiles

#### 7.1.1 Albea SA

#### 7.1.2 HCP Packaging Co. Ltd

#### 7.1.3 RPC Group PLC (Berry Global Group)

#### 7.1.4 Silgan Holdings Inc.

#### 7.1.5 DS Smith PLC

#### 7.1.6 Graham Packaging LP

#### 7.1.7 Libo Cosmetics Company Ltd

#### 7.1.8 AptarGroup Inc.

#### 7.1.9 Amcor Group GmbH

#### 7.1.10 Cosmopak Ltd

#### 7.1.11 Quadpack Industries SA

#### 7.1.12 Rieke Corp.

#### 7.1.13 Gerresheimer AG

#### 7.1.14 Raepak Ltd

## 8 INVESTMENT ANALYSIS

## 9 FUTURE OF THE MARKET

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