

# Skincare

## FAST FACTS

We break down the numbers and ask – how can brands use package design and functionality to delight consumers and improve the user experience?

### EMERGING

Pollution protection  
Microneedle patches  
Body part-specific products  
DIY face masks

# 72%

OF WOMEN AND  
27% OF MEN USE  
FACIAL MOISTURIZER

# \$21 BILLION

PROJECTED  
U.S. SKINCARE  
MARKET SIZE  
BY 2023

# \$14 BILLION

SIZE OF U.S.  
FACIAL  
SKINCARE  
MARKET

### NOW TRENDING

- Simplified routines
- Active/sport-friendly skincare
- Jelly textures
- Sheet masks
- Pre- and probiotics

## PACKAGING TRENDS & OPPORTUNITIES

Sources: Mintel, WGSN, Global Data



The Ordinary®

### make it SKINTELLIGENT

Keep it simple with clear labeling, modern shapes and pops of color to help today's savvy consumers customize their routines.



Glow Recipe®

### make it TACTILE

Go premium with soft touch effects and interesting shapes that are memorable and sensorially engaging.



Drunk Elephant®

### make it FUNCTIONAL

Improve the user experience with dispensing closures and airless vessels that deliver accurate dosing from the first to the last drop.



Allies of Skin®

### make it SHARE-WORTHY

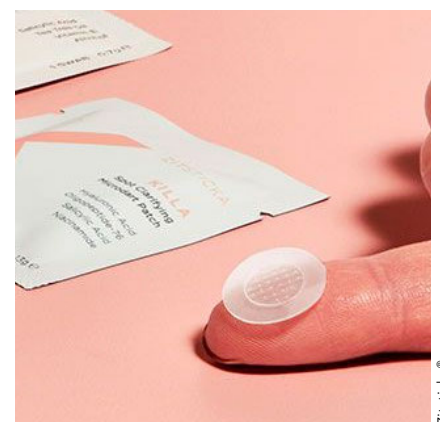
Leave a lasting impression with bold decoration, unexpected details and custom packaging.



Aesop®

### make it INCLUSIVE

Skincare is for everyone! Keep the focus on delivering solutions for skin concerns through gender-neutral design cues.



Zitsticka®

### make it PORTABLE

Today's consumer is always on the go. Consider TSA-approved sizes, single-use, dry formats and flexible sachets.

## TricorBraun is your Packaging One-Stop Shop.

As North America's largest packaging distributor with 50 locations worldwide, we can help you source or design the right skincare packaging for your needs and offer global expertise in sourcing, logistics, vendor managed inventory, warehousing and quality.

## Let's talk packaging!

Call 800-325-7782 or email [marketing@tricorbraun.com](mailto:marketing@tricorbraun.com)

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