



CONSUMER ATTITUDES TOWARDS

PACKAGING

MARCH 13, 2025
BEAUTY ACCELERATE

theBenchmarkingCompany
Beauty & Personal Care Consumer Research

ROLE OF PACKAGING

57% indicate the look of the packaging impacts their purchasing decision

Consumers indicate the role of beauty product packaging is to:

- Protect the product
- Differentiate products through branding and design
- Make clear the benefits and intended audience
- Signal if the products are luxury and/or high quality
- Provide information from certifications to ingredients



PROTECTION, FUNCTIONALITY & CLARITY



61% packaging is protective of the product inside

61% product benefits are listed on the package

59% packaging is functional, easy to get the product out

51% packaging is sturdy/leak-proof

45% packaging is easy to open

44% packaging is minimalistic

SIMPLICITY, VISIBILITY & AESTHETICS

60% agree less is more when it comes to packaging

57% like packaging that allows them to see the color and/or texture of the product

54% state packaging aesthetics have become more and more important in the last several years as brands release more themed collections

52% are more likely to be interested in a beauty product if consumer claims are visible on the package





PACKAGING PRACTICALITY

84% easy to get out every last drop

79% product's lid/seal is tamper-proof

70% packaging is easy to open

67% packaging is durable/non-breakable

38% you can repurpose/repackage when all of the product is gone

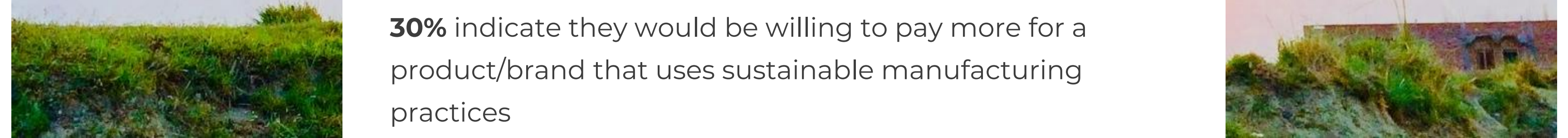


GROWING DEMAND FOR SUSTAINABLE PACKAGING

56% state sustainability is important to very important when making a purchase decision

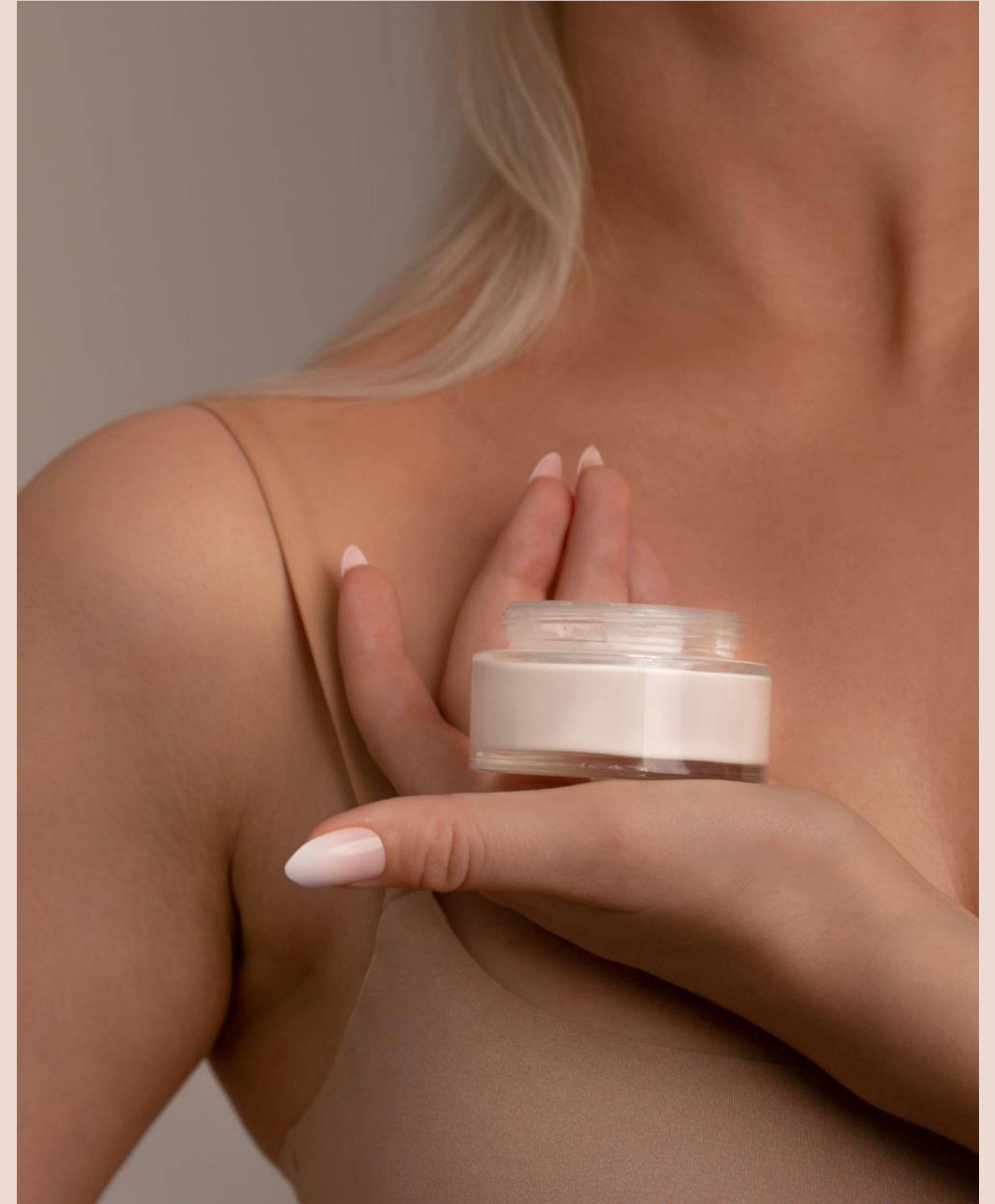
67% of those who research the manufacturing practices of BPC brands, specifically look for labels that specify if the product and package are made using sustainable methods

30% indicate they would be willing to pay more for a product/brand that uses sustainable manufacturing practices



ECO-FRIENDLY PREFERENCES

- 48%** Packaging is recyclable
- 46%** Packaging is biodegradable
- 46%** Packaging is made from sustainable materials
- 43%** Packaging is made of recycled material
- 37%** Packaging uses upcycled materials



WHAT THEY LOOK FOR ON LABELS



▶ **PRODUCT BENEFITS (73%)**

▶ **MADE WITH NATURAL
INGREDIENTS (48%)**

▶ **LABELED AS CLEAN
(28%)**

▶ **DERMATOLOGIST TESTED (50%)**

▶ **CRUELTY FREE CERTS
(44%)**

▶ **ALLERGEN INFO
(26%)**

IT'S MATERIAL

60% glass

30% don't have a specific preference

29% plastic bottle

19% bamboo

18% single-dose capsules

17% glass ampoules

11% paper

9% aluminum/ wood (tied)





TOP FRUSTRATIONS

80% You can't get all the product out

53% Product dries out in the pump

49% Packaging is hard to open

46% Difficult to use (i.e. pump mechanism doesn't pump product out easily)

32% Bottle is opaque so you can't tell when you are running out of product

RECOMMENDATIONS



▶ FOCUS ON FUNCTIONALITY

Ensure the packaging is easy to open, easy to use and the product is easy to dispense. Ensure packaging is leak-proof!

▶ CLEARLY COMMUNICATE COMMITMENT TO SUSTAINABILITY

Minimize packaging, share your manufacturing and sourcing stories. Use recyclable, biodegradable and recycled materials when possible.

▶ AESTHETIC APPEAL


Use high quality packaging materials. Create designs that stand apart on the shelves from the competition and are true to your brand's identity.

▶ REGULATORY COMPLIANCE & CLEAR LABELING

Follow regulatory guidance for listing claims from clean-beauty to dermatologist-tested. Ensure clarity of ingredient lists and usage instructions.

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