



Transforming trends: from grooming to gut health



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UPP provides a snapshot of some of the recent stand-out market and product news.

Welcome to the February 2024 edition of BlueSky's UPP, which stands for **Unlimited Packaging Possibilities**. Our latest trend report unveils key shifts in the cosmetics and pharmaceutical industries, highlighting sustainable growth, the battle against counterfeit drugs, and the burgeoning male grooming market, projected to hit \$115 billion by 2028. The CTPA's manifesto and Pharmapack 2024 emphasise the

industry's pivot towards regulation, sustainability, and consumer-centric innovations. Additionally, the rise of skincare interest among younger demographics showcases changing consumer values towards health and ethical products. These insights underscore a transformative period where innovation, health, and environmental stewardship drive market dynamics.



Packaging Innovations & Empack 2024

BlueSky's participation at Packaging Innovations & Empack 2024 was a tremendous success, largely thanks to the invaluable interactions we had with our customers and suppliers.

Highlighting our core product lines, including aluminium bottles, tins, clear and PCR PET, lotion pumps, airless packaging, and HDPE duma containers, we were thrilled to demonstrate how our ranges can meet the diverse needs of our customers.

The opportunity to directly engage with our customers provided us with rich insights into their preferences and requirements, reinforcing our commitment to tailor our offerings to better serve them.



The positive reception and feedback we received have been incredibly motivating, affirming our direction and fuelling our drive to continue developing packaging solutions that not only meet but exceed our customers' expectations. **Thanks to all of you visited us!**



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CTPA Launches Manifesto

The Cosmetics Toiletries and Perfumery Association (CTPA) has unveiled its inaugural manifesto, aimed at fostering a collaborative effort with the forthcoming UK government to ensure the cosmetics industry's sustainable growth over the next five years. This manifesto outlines twelve critical requests from the beauty and personal care sector, structured around five foundational pillars: Essentiality, Science, Regulation, Sustainability, and Business. The initiative arises in anticipation of the 2024 UK General Election, marking a crucial period for the industry. Dr. Emma Meredith, CTPA's director-general, emphasises the manifesto's goal to sustain the sector's growth, reflecting the association's key focus areas that address the industry's significant challenges.

The manifesto was crafted in consultation with CTPA members to accurately represent their needs and aspirations. Key aspects of the manifesto include the preservation of the UK Cosmetics Regulation, advocating for a sector-specific, risk-based regulatory framework

that ensures the safe use of cosmetic ingredients and products. Another significant point is the call for a more manageable UK REACH regulation, aiming to protect human health and the environment without imposing undue burdens on businesses.

This includes challenges related to data sharing and the high costs associated with compliance under the current UK REACH requirements. The manifesto also seeks to maintain a risk-based approach to chemical legislation, oppose divergent regulations across the UK's devolved nations, expedite the ratification of free trade agreements, and ensure the cosmetics industry's active involvement in the Extended Producer Responsibility (EPR) scheme. Ultimately, the CTPA aims to highlight the cosmetics sector's essential role in daily life and advocate for policies that support its growth, sustainability, and innovation.

Source: CosmeticsDesign-Europe, [CTPA Launches Manifesto](#), 21st February 2024



Stand-out Trends from Pharmapack 2024

Packaging Europe have reported on three main trends from Pharmapack 2024. Key themes included combating counterfeit drugs, which pose significant risks to patient safety and brand integrity, and necessitate collective industry action. The EU Falsified Medicines Directive mandates anti-tampering solutions and unique identifiers for prescription drugs, emphasising the importance of serialisation for tracking and traceability. Additionally, digital fingerprinting and AI technologies were highlighted as advanced methods to enhance anti-counterfeiting measures, ensuring product quality and safety while protecting revenues.

The event also spotlighted the growing consumer demand for wellness and holistic health products, alongside the critical theme of sustainability within the pharmaceutical industry.

The global wellness market's expansion calls for more personalised and technology-driven solutions, requiring improved supply chain visibility to meet consumer expectations for product authenticity and safety. Sustainability discussions focused on the industry's role in the circular economy, emphasising the need for transparency and the adoption of advanced technologies for tracking and reducing environmental impact. These trends underline the pharmaceutical industry's move towards more secure, consumer-centric, and sustainable practices, highlighting the importance of collaboration and innovation in meeting future challenges.

Source: Packaging Europe, Three Trends Observed at Pharmapack 2024, 1st February 2024

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Significant Growth For Male Grooming Predicted

The male grooming market is on a trajectory of significant growth, with Statista projecting its global value to reach approximately \$115 billion by 2028, up from nearly \$80 billion in 2022.

This expansion is fueled by increasingly sophisticated product launches and innovations, such as Procter & Gamble's introduction of a full-body deodorant under its Old Spice brand in the United States. The evolving landscape of men's grooming, which now encompasses skincare, grooming products, makeup, and even cosmetic surgery, indicates a shift in societal attitudes in Europe and North America, where stigmas around men's beauty routines are diminishing.

Despite potential discomfort among men at the prospect of purchasing cosmetics in-store, the anonymity of online shopping has facilitated a surge in sales. Even amidst rising living costs, the demand for what might be considered luxury or vanity purchases remains undeterred. GlobalData's 2023 Q4 Global Consumer Survey reveals that nearly a third of European men have maintained their skincare spending levels despite price increases across the board. This resilience in consumer behavior underscores the male grooming market's robustness and its potential for continued growth in the coming years.

Source: [CosmeticsDesign-Europe, Is Men's Grooming Still A Lucrative Market?, 6th February 2024](#)



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Vibrant Tween Market for Skincare

The skincare market is witnessing a significant trend among younger demographics, particularly teens and tweens, who are increasingly engaging with skincare products, some as young as eight.

This shift, highlighted in a [Cosmetics Design Europe article](#), is driven by social media platforms like TikTok and YouTube, where influencers and brands like Drunk Elephant and Glow Recipe are popularising sophisticated skincare routines. Despite the enthusiasm, experts like Caroline Hirons and the British Association for Dermatologists caution against the use of adult skincare products by children, citing potential risks such as allergies and eczema due to active ingredients like exfoliating acids.

The trend underscores a broader movement towards informed skincare choices among young people, with many conducting their research to find products suitable for their skin types. However, the allure of high-end brands and the pressure of online influence often lead to the pursuit of products containing ingredients not necessary for young, sensitive skin. The phenomenon raises concerns about over-consumerism and the impact of targeted advertising, leading to the #deinfluencing trend on TikTok, which advocates for more mindful consumption. Parents and experts advocate for education and moderation in skincare routines for young people, emphasising the importance of simple, age-appropriate skincare practices and the critical role of parental guidance in navigating the complex skincare landscape.

Source: BBC, [TikTok: Teens Educating Themselves on Skincare Trends](#), 11th February 2023

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M&S teams up with Zoe to launch gut health shot

In a recent collaboration highlighted by The Grocer, M&S has joined forces with the nutrition-focused app Zoe to introduce a new milk-based gut health shot, signaling a growing trend towards incorporating functional foods into everyday diets.

The "M&S Food x Zoe Gut Shot" is designed to support gut health, featuring over five billion live cultures from 14 different strains of bacteria, high fiber content, and a source of calcium, without any added sugars or sweeteners. This product launch reflects a broader consumer shift towards greater awareness of gut health's importance, as evidenced by a significant increase in related searches on Ocado since 2021.

M&S Food MD, Alex Freudmann, emphasises the company's commitment to offering high-quality, nutritious food options, positioning M&S as a leader in gut health innovation. Meanwhile, Zoe's

co-founder and CEO, Jonathan Wolf, underlines the partnership's potential to make a significant impact on public understanding and improvement of gut health through this product. This initiative not only showcases M&S's dedication to innovation in healthy food choices but also Zoe's commitment to enhancing health through science-backed nutrition advice and products.



Source: [The Grocer, M&S teams up with nutrition app Zoe to launch gut health shot, 2nd January 2024](#)



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