

APRIL 2024

# UPPP

UNLIMITED PACKAGING POSSIBILITIES



## Growth opportunities



### Including:

**Unilever's new launch in 35% PCR**

**PAGE 3**

**Wellbeing impacts home care**

**PAGE 5**

**Reuse and Refill Growth**

**PAGE 7**

**Opportunities in Low-ABV Beverages**

**PAGE 13**

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

Welcome to the April 2024 edition of BlueSky's UPP, which stands for **Unlimited Packaging Possibilities**. We explore the latest developments and innovations across various industries with a focus on sustainability, wellness, and consumer preferences.

In this edition, we explore the transformative shifts in the home care and cosmetics sectors, the progressive movements in packaging towards a more circular economy, and trends in the beverage industry, all underscored by a growing consumer emphasis on efficiency, sustainability, and health.

# Versatile, eye-catching aluminium tubes

Embrace the blend of functionality, aesthetics, and sustainability that these tubes offer.

[EXPLORE THE RANGE](#)

## We Now Offer Aluminium Tubes!

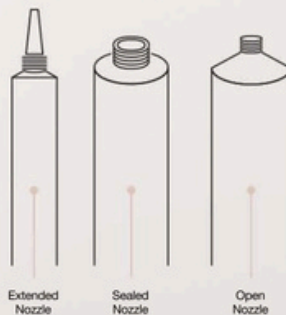
Aluminium Tubes offer a perfect fusion of elegance, durability, and sustainable design, tailored for a range of industries, including skincare, health care, and personal care.

Discover the benefits of these versatile packaging solutions, that are really proving to be popular. Stylish, recyclable and customisable, we offer aluminium tubes that are collapsible (think, squeezable), and rigid (ideal for effervescent vitamins).

### Our range of aluminium tubes

#### Collapsible Tubes

Available in a wide range of diameters, heights, and neck options



Perfect for lotions, balms, serums and creams

#### Rigid Tubes

Available in a range of diameters from 15 to 37mm



Ideal for tablets, effervescent vitamins & supplements



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# Unilever Launches Detergent in 35% PCR PET

In a recent initiative aimed at enhancing sustainability in laundry care, Unilever has introduced its Wonder Wash detergent in fully recyclable PET bottles, which incorporate 35% post-consumer recycled content. As reported by Packaging Europe, this move is part of Unilever's broader efforts to align its product designs with recyclable materials, significantly reducing its environmental footprint. The innovative Wonder Wash detergent promises effective cleaning in just 15 minutes, meeting the needs of energy-conscious consumers and adapting to shorter washing cycles that have become prevalent post-pandemic.

Unilever's launch is not only about efficiency but also environmental responsibility. The detergent formulation, part of the Dirt Is Good brand which includes Persil and OMO, utilises advanced robotics and AI to outperform competitors in freshness and fabric care.

This product introduction coincides with Unilever's Sustainable Living Plan goals, which emphasise reducing greenhouse emissions, water usage, and waste while ensuring sustainable sourcing of raw materials. Wonder Wash is set to be available across major markets in Europe and China, heralding a potential shift towards more eco-conscious laundry products that cater to modern lifestyle demands.



Source: [Packaging Europe, Unilever reveals 35% PCR PET bottle for fast-acting laundry detergent](#), 17th April 2024



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A collection of various clear PET plastic bottles and containers of different shapes and sizes, arranged in a circular pattern around the central text. The bottles are shown from different angles, some upright and some tilted, highlighting their diverse forms.

# Do you need PCR packaging?

Your PET packaging can be made in a variety of PCR strengths. Increasing the level of PCR provides an even greater sustainable solution.

**Explore our wide range of  
packaging with recycled  
content.**



HOME  
SWEET  
HOME

# Home Care and the Holistic Approach to Wellness

**In the dynamic landscape of home care, the twin pressures of rising energy costs and a growing environmental consciousness are shaping product innovation. According to a recent report by Euromonitor International, brands are increasingly focusing on developing home care solutions that not only enhance efficiency but also meet the sustainability expectations of today's eco-aware consumers.**

Innovations such as detergents optimised for cold water washes and dish washing products tailored for shorter, energy-saving cycles reflect a broader industry shift towards minimising energy and water usage, which aligns perfectly with global sustainability goals.

Moreover, the importance of sensory experiences in home care products is becoming more pronounced, particularly through enhanced scents that contribute to wellness and overall home ambience.

This trend highlights a holistic approach to product development, where the functionality of cleaning products is interwoven with elements that enhance the user's sensory experience, promoting a sense of well-being.

These insights underline the evolving consumer preferences that prioritise both environmental impact and quality of life, driving brands to innovate in ways that resonate deeply with today's consumers. BlueSky's commitment to sustainable packaging solutions supports these industry shifts, offering packaging that align with the ongoing evolution towards more sustainable and enjoyable home care experiences.

Source: Euromonitor, [Home Care Innovations: Addressing Consumer Demand for Efficiency, Sustainability and Wellness](#), 4th April 2024



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# Plastics Europe Advocates For Circular Plastic System

Plastics Europe is actively advocating for the global community to adopt a circular plastic system as negotiations for the Global Plastics Treaty approach in Ottawa, April 2024. The organisation emphasises the necessity for cohesive collaboration among industries and governments to find shared solutions that will enable a successful conclusion to the treaty negotiations. They argue that transforming from a linear to a circular plastic system—where plastics are continually reused, recycled, and responsibly managed—is crucial for addressing the issue of plastic waste.

The advocacy by Plastics Europe extends to assigning economic value to plastic waste to enhance its reuse and recycling, rather than resorting to littering, landfilling, or incineration.

By increasing the economic incentives, there is a stronger case for investments in waste management infrastructure and innovations that foster growth and employment. They are calling on treaty negotiators to consider policy measures that heighten the value of plastic waste as a circular feedstock and support mandatory recycled content targets at the national level. Additionally, Plastics Europe highlights the potential of extended producer responsibility (EPR) schemes as effective tools for managing product end-of-life, urging a pragmatic and science-based approach to the treaty to avoid unintended negative environmental and socio-economic impacts.

Source: LetsRecycle.com, Plastic Europe urges world to move towards a 'circular plastic system', 17th April 2024



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# Reuse and Refill Packs Global Value Growth

In a recent report by Smithers, detailed in **Packaging Europe**, the global market for reusable and refillable packaging is projected to climb to a valuation of **\$28.20 billion by 2024**. This growth is attributed to a surge in regulatory initiatives and a shift towards sustainable consumption practices. The EU's upcoming Packaging and Packaging Waste Regulation is set to introduce mandatory targets for reuse in beverage packaging by 2030 and establish deposit return schemes across Member States by 2029, fostering significant investment in reuse and refill models throughout Europe.

Smithers' analysis spans various sectors, predicting a compound annual growth rate (CAGR) of +4.6% leading to a market value of \$35.36 billion by 2029.

The report identifies glass, metal, and PET as popular materials for reusable formats like bottles and industrial transit containers. It also highlights a rapid expansion in consumer-oriented reuse and refill models, such as at-home and in-store refills, expected to see a CAGR of +15.0% until 2029. This trend is driven by consumer interest in sustainability and is supported by major CPG companies and innovative e-commerce sellers, who are increasingly investing in durable and aesthetically appealing packaging solutions to accommodate repeated use without compromising functionality.

Source: **Packaging Europe**, [Reuse and refill packs will reach \\$28.20 billion global value in 2024](#), 23rd April 2024



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# Aluminium

## The Recyclable Reusable Super material



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We all want more from our packaging - more great designs, more premium styling, more eco solutions.

Well, the great news is that BlueSky's aluminium packaging range of bottles and tins delivers exactly that. As one of the most environmentally friendly materials out there, aluminium packaging is the perfect way to show your consumers that they're buying into one of the very best packaging materials.



Flexible  
decorative  
options



100%  
recyclable



Endlessly  
reusable



Range  
of sizes



Pumps &  
closures  
available



# 72% of US Males Between 18 & 34 Use Make-Up

**A recent Mintel survey highlights a significant shift in the cosmetics industry, revealing that 72% of US male consumers aged 18 to 34 now use make-up as part of their grooming routines.** This transformative trend, reported by [CosmeticsDesign.com](https://www.cosmeticsdesign.com), indicates a redefinition of traditional masculinity norms and suggests a growing acceptance of makeup among young men. The rise in cosmetics usage among this demographic underscores a broader cultural shift towards inclusive beauty standards, presenting an opportunity for the beauty and personal care industries to broaden their market reach and innovate in product offerings to cater to a diversifying audience.

Mintel's study further reveals a distinct preference among these consumers for neutral or 'skin mimicking' makeup products like facial powders, concealers, and bronzers, suggesting a trend towards enhancing natural features rather than opting for more noticeable make-up. This trend underscores a broader cultural shift towards inclusive beauty standards and presents a unique opportunity for the industry to expand its reach and adapt its product lines to cater to a diversifying customer base.

Source: [CosmeticsDesign.com](https://www.cosmeticsdesign.com), **72% of US male consumers between 18 and 34 use makeup, says Mintel survey**, 4th April 2024



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# Whole Body Deodorants

**The deodorant market is witnessing a groundbreaking evolution with the emergence of a new category: full-body deodorants.**

Traditionally confined to underarms, deodorant products are expanding their reach to encompass all-over body use, catering to both men and women. This innovation addresses a longstanding need for effective odour control across different body parts, an area previously improvised by consumers using underarm products elsewhere. Industry giants like Unilever and Procter & Gamble are leading this charge, introducing versatile ranges such as Dove Men+Care and Old Spice into this burgeoning segment.

Emerging brands like Hume Supernatural and Lumé are also contributing to the diversity of offerings in this space.

The popularity of full-body deodorants is further evidenced by their trending status on social platforms like TikTok, where the hashtag #FullBodyDeodorant has amassed over 23 million views, highlighting significant consumer interest and market potential in this novel product category.

**Source: Cosmetics Business, Whole body deodorant is the category people have been waiting for, 15th April 2024**



# Former JD Sports boss invests in Applied Nutrition

Former JD Sports executive Peter Cowgill has made a notable investment in the Merseyside-based sports nutrition brand, Applied Nutrition. This move comes as part of Cowgill's re-engagement with the brand, having previously influenced JD Sports' initial investment in 2021. Applied Nutrition has seen substantial growth, boasting a revenue of £62 million last year and is recognised as one of the fastest-growing companies, according to the Sunday Times. The brand, which now employs 200 people, is contemplating a public listing, reflecting its significant expansion and success in the sports and wellness sector.

Peter Cowgill's return to Applied Nutrition underscores his continued belief in the brand's potential and strength in the market.

Cowgill praised the company's management and innovative approach to sports nutrition, which has propelled its growth and market presence. The company's strategic partnerships with high-profile athletes and teams, like mixed martial artist Paddy 'the Baddy' Pimblett and Rangers FC, further highlight its prominence in the sector. As the company looks toward further expansion and possibly a stock market debut, Cowgill's investment and support could play a crucial role in its ongoing success and innovation in the wellness industry.

Source: Business Live, [Former JD Sports boss Peter Cowgill invests in sports and wellness brand Applied Nutrition](#), 15th April 2024.

# From stock to stunning UV Metallised Collar Perfection



## Here are six reasons why you should choose our Lotion Pumps:



1. Lightweight and cost-effective
2. Eye-catching and modern design
3. Improved aesthetics
4. Perfect balance of practicality and style
5. Rapid delivery from stock
6. Luxurious look

**BUY NOW**



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# The Rise of Low-ABV Beverages

In today's rapidly evolving beverage landscape, low-ABV drinks are gaining significant traction, according to a recent report by Clinton Cawood for Imbibe Live. This growing trend is not only reshaping consumer preferences in the beverage industry but also aligning with broader health and moderation trends. Particularly notable is the increase in lower duty rates for drinks under 3.5% ABV in the UK, which includes a further reduction if the beverage is on draught, as seen with Heineken's adjustment of its John Smith brand to a lower ABV.

The shift towards low-ABV options spans across various drink categories including beers, wines, spirits, and cocktails, reflecting a diverse market response to consumer demand for healthier, lower-calorie options.

Innovations in the sector are thriving, with examples ranging from 10% ABV gins that offer a lighter drink option to session wines around 3.4% ABV that cater to a session drinking culture.

The movement towards lower alcohol content is seen as a positive adaptation to modern lifestyles that emphasise well-being without sacrificing social enjoyment. This segment's expansion is not only a response to consumer preferences but also a proactive approach by the industry to cater to a more health-conscious audience.

Source: Imbibe Live, [The rise of Low-ABV beverages in today's market](#), 20th April 2024



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