

FEBRUARY 2025

UPP

UNLIMITED PACKAGING POSSIBILITIES



Self-Care & Sustainability



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

UPP stands for Unlimited Packaging Possibilities and in this edition we have compiled a round-up of news from December 2024 and January 2025.

2025 will see a fusion of innovation, shifting consumer priorities, and regulatory changes shaping the industry. From the rise of budget-friendly, high-performance skincare to the hyper-personalisation of beauty through AI, brands are adapting to demand for smarter, more accessible solutions.

Beyond formulations, new packaging regulations and technologies are redefining compliance and consumer engagement.

Meanwhile, wellness emerges as the ultimate luxury, influencing trends like natural weight management, subtle aesthetic treatments, and the surge of sustainable packaging in supplements. This report covers these pivotal trends, offering insights into what's driving a number of key industries in which BlueSky and our customers operate.



BlueSky to Exhibit at Packaging Innovations

BlueSky is excited to be exhibiting at Packaging Innovations 2025 on stand J62, where we'll be showcasing a selection of our key product ranges for personal care, home care, health care, beverage, and more.

This year, we're particularly looking forward to unveiling a new sustainably focused product, to further strengthen our mono-material offer.

Our team will be on hand to discuss how we can support you with high-quality, customisable packaging, and we invite visitors to touch and feel our range of solutions firsthand.

Visit us at stand J62 to explore how we can help support you with your brand goals.

We are exhibiting at
Packaging Innovations & Empack 2025

FEB 12 & FEB 13

NEC Birmingham | Stand J62

Register Now



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Budget Beauty: High-Performance Skincare at Low Prices

The demand for affordable yet effective skincare is driving a new wave of product launches from major retailers like Boots and Savers.

Boots recently introduced a £4.50 Berry Lip Sleeping Mask, offering consumers a budget-friendly alternative to premium brands like Laneige.

Meanwhile, Savers has launched the Babaria Botox Effect range, with serums and creams priced at just £4.99, tapping into the growing market for non-invasive anti-aging solutions. As skincare awareness grows, more consumers are seeking high-quality formulations that don't come with a luxury price tag.

This shift towards affordable skincare innovation reflects a changing economic climate where shoppers are becoming more selective about where they invest their money.

With budget-friendly brands offering compelling claims and active ingredient-rich formulations, the gap between high-end and high-street skincare is narrowing.

Moving forward, we can expect retailers and brands to place even greater emphasis on affordability, particularly in key categories like hydration, anti-aging, and multi-purpose skincare.

Source: [The Sun, 'Beauty fans say new dupe is 'much better', 20th January 2025.](#)



COMPLIANCE

REGULATION

PROCEDURE

CONSTRAINT

New Packaging Regulations: PackUK

In a landmark shift for the UK packaging industry, January 2025 saw the official launch of PackUK, the administrator for the nation's Packaging Extended Producer Responsibility (EPR) scheme.

This regulatory initiative requires businesses to take greater financial responsibility for the waste their packaging generates, replacing the previous system where much of the cost was shouldered by taxpayers.

PackUK's implementation aims to encourage manufacturers and retailers to redesign packaging with sustainability in mind, reducing environmental impact while aligning with circular economy principles.

This development marks a significant regulatory milestone, setting a precedent for packaging policies in the UK.

As brands navigate these new requirements, many are investing in more recyclable, lightweight, and refillable packaging formats to minimise costs and align with environmental goals.

The shift towards sustainable packaging is no longer just a consumer-driven trend but a business necessity. Companies that proactively adopt these changes stand to benefit from both compliance and consumer preference, as sustainability becomes a key purchase driver.

Source: Gov.UK, PackUK: The new scheme administrator for Packaging Extended Producer Responsibility, 16th January 2025.



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Sustainable Packaging Gains Momentum in Supplement Industry

As sustainability remains a priority for both brands and consumers, supplement companies are making significant strides in eco-friendly packaging.

The industry is experiencing a shift toward more sustainable materials, pouches, and fully recyclable containers in response to growing demand for environmentally responsible solutions.

Companies are also rethinking packaging sizes and materials to minimise waste while maintaining product integrity.

Beyond material innovation, brands are using sustainability as a core marketing message to differentiate themselves in a competitive landscape.

Transparency around carbon footprints, recycled content, and end-of-life packaging disposal is becoming a key factor in consumer purchasing decisions.

With regulatory pressures mounting and sustainability becoming a major driver of brand loyalty, we can expect a continued acceleration in greener packaging solutions throughout 2025.

Source: Global Newswire, [Global Dietary Supplement Packaging Industry: Sustainability, Technological Innovations, Consumer Health Trends](#), 13th January 2025



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A collection of clear PET bottles of various shapes and sizes, including rectangular, cylindrical, and wide-mouthed styles, arranged in a circular pattern around the central text. The bottles are set against a light green background with a large, semi-transparent purple circle in the center.

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.



AI-Powered Beauty: The Future of Personalisation

The integration of artificial intelligence (AI) in beauty is reshaping product development, supply chains, and customer experiences.

Leading brands such as Ulta Beauty and L'Oréal are investing heavily in AI-driven tools to create hyper-personalised skincare regimens, match consumers with ideal products, and streamline inventory management.

AI is also enhancing virtual try-on experiences, making online shopping more interactive and tailored to individual preferences.

By leveraging AI, brands are bridging the gap between consumer needs and product solutions, making beauty shopping more data-driven and efficient.

This technological shift signifies the growing intersection between beauty, science, and tech innovation. As AI tools become more sophisticated, brands will increasingly use them to create customised product recommendations and even develop formulations tailored to specific skin concerns.

This movement is expected to enhance customer engagement and trust while optimising the supply chain, reducing waste, and ensuring brands produce only what is in demand. The future of beauty is digital, and AI is set to play a pivotal role in transforming the industry.

Source: Vogue Business, [What if robots ran the beauty industry?](#), 24th January 2025.



Gen Z Beauty: Minimalism, Hydration, and Multitasking

Gen Z consumers are reshaping beauty standards, favouring natural, effortless looks over full-coverage, high-maintenance routines.

This generation's beauty habits lean towards hydrating, dewy finishes and multi-purpose products, prioritising preventative skincare over corrective treatments.

As a result, brands are pivoting towards simple yet effective formulations that address skin health while maintaining a clean and minimal aesthetic.

This approach reflects a growing rejection of the overly complex skincare routines that dominated previous years, favouring instead functionality and ease.

Beauty brands are responding by streamlining their offerings, introducing fewer, but more effective products that cater to time-conscious consumers.

Tinted moisturisers, multi-use balms, and all-in-one serums are leading the charge, making skincare effortless yet high-performing.

Additionally, as younger consumers become more environmentally conscious, brands that emphasise sustainability, refillable packaging, and transparency in formulations are seeing greater loyalty from this influential demographic.

Source: The Sun, [Gen Z beauty predictions 2025](#), 10th January 2025



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Preventative Skincare: The Shift from Correction to Protection

A growing number of beauty consumers are moving away from products that treat visible skin issues and instead investing in preventative skincare that helps maintain long-term skin health.

This shift reflects a more proactive approach to beauty, where hydration, barrier repair, and sun protection take precedence over reactive treatments.

Consumers are increasingly drawn to antioxidant-rich serums, hydrating toners, and daily SPF products, prioritising skin resilience over short-term fixes.

This trend is driving brands to highlight long-term skin benefits, rather than promising instant but temporary transformations.

With advances in dermatological research, we are seeing a surge in microbiome-friendly formulations, barrier-strengthening ingredients like ceramides, and antioxidant-rich products designed to protect against pollution and stressors.

As consumers become more educated about skin health, this preventative-first mindset is expected to shape future product innovations and brand messaging.

Source: Cosmetics Business, [Cosmetics Business predicts top 5 beauty trends of 2025 in new report](#), 3rd December 2024.



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Aluminium

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

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decorative
options**



**100%
recyclable**



**Endlessly
reusable**



**Range
of sizes**



**Pumps &
closures
available**



QR Codes Replacing Barcodes: A Shift in Consumer Interaction

Major UK supermarkets, including Tesco, Ocado, and Morrisons, are embracing digital transformation by replacing traditional barcodes with QR codes on select products.

This initiative, which started with milk cartons, allows consumers to access detailed product information with a simple smartphone scan.

QR codes also enhance inventory management and enable brands to share sustainability credentials, traceability details, and usage instructions seamlessly.

For consumer healthcare brands, this shift presents new opportunities to engage customers more meaningfully.

By embedding QR codes on product packaging, companies can offer educational content, loyalty rewards, and ingredient transparency.

As the retail landscape becomes more digitised, brands that leverage smart packaging will gain a competitive edge in both consumer trust and operational efficiency.

Source: Metro, [Major change to supermarket checkouts as 50-year shopping feature is being axed](#), 3rd January 2025



Wellness as a Status Symbol: The New Luxury

Wellness has become the ultimate status symbol, with consumers now prioritising health and self-care as much as traditional luxury goods.

Skincare and supplement brands are responding to this by forging partnerships with wellness clubs, fitness studios, and high-end spas, creating an ecosystem where health and beauty intersect.

Rather than relying on flashy branding, companies are marketing their products through lifestyle integration, emphasising science-backed formulations and premium ingredients.

This shift is particularly evident in the rise of high-end supplement brands and personalised nutrition services. As consumers invest more in products that support both inner and outer well-being, traditional luxury markers - like designer handbags and watches - are being replaced by bespoke wellness experiences.

Brands that can seamlessly integrate beauty, health, and exclusivity will be the ones to capture this growing market.

Source: Vogue Business, [The beauty consumer trends set to define 2025](#), 10th January 2025.



The Rise of Natural Weight Management and Subtle Aesthetic Treatments

Consumer preferences are shifting towards natural solutions for weight management and personal aesthetics, reflecting a growing awareness of holistic health.

Instead of traditional diet pills or invasive treatments, people are turning to plant-based supplements, functional foods, and lifestyle-driven weight management programs.

The popularity of discreet aesthetic treatments - such as microtox and injectable moisturisers - suggests that consumers now favour subtle enhancements over drastic changes.

This demand is driven by a cultural move towards authenticity and wellness-focused beauty. Rather than chasing unrealistic beauty standards, consumers are looking for solutions that enhance their natural features while supporting long-term health.

This shift has significant implications for the beauty and wellness industry, as brands pivot towards products that promote gradual, natural-looking improvements rather than immediate transformations.

Source: Vogue Business, [The beauty consumer trends set to define 2025](#), 10th January 2025.

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Rise of Low and No-Alcohol Beverages in the UK

The UK's low and no-alcohol beverage sector is experiencing unprecedented growth, driven by a surge in consumer interest in mindful drinking.

This trend is particularly visible during the festive season, with dry January campaigns and lifestyle shifts leading more people to explore alternatives to traditional alcoholic beverages.

Major beverage brands and hospitality groups - including Soho House - are significantly expanding their non-alcoholic product offerings, catering to a growing demographic that prioritises wellness, moderation, and social inclusivity.

As the market matures, brands are innovating beyond traditional alcohol-free beers and ciders, with a focus on sophisticated, complex flavours that mimic the depth of alcoholic drinks.

New entrants are incorporating functional ingredients such as adaptogens and botanicals, appealing to consumers looking for experiential drinking without the alcohol content.

With supermarkets and bars increasing shelf space for low and no-alcohol options, this sector is expected to remain a key growth area, challenging traditional beverage categories to evolve in response.

Source: The Times, [The best low and no-alcohol drinks](#), 14th December 2024

Unlimited Possibilities



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