

BlueSky thinking...



**Demand for
gentle products**

PAGE 2

**Sustainability as
a priority**

PAGES 3-4

**Convenience &
functionality**

PAGES 5-7

**Packaging
that builds
trust**

PAGES 7-8

Trends in Children's Personal Care and Hair Care Products (2025)

Introduction

Parents today are more conscious than ever about the products they use on their children. The children's personal care market – encompassing skincare, toiletries, and hair care – is growing steadily, driven by demand for safer and higher-quality products. In fact, the baby personal care segment is projected to grow around 6%–7% annually through the coming decade.

This growth is fuelled by enhanced parental awareness and a willingness to invest in premium solutions for kids. In this report, we explore the key 2025 trends in child personal care and hair care – from gentle formulations to sustainable, convenient packaging – and how brands can align with these trends to appeal to parents.



Rising Demand for Gentle, Natural Products

Today's parents insist on gentle, safe, and natural formulations for their children's personal care. This has led to a surge in demand for organic and hypoallergenic formulations in baby shampoos, lotions, and wipes. Many families look for products with plant-based ingredients and dermatologically tested formulas, especially if their child has sensitive or eczema-prone skin.

The trend extends to children's hair care as well – parents prefer tear-free shampoos, gentle conditioners, and detangling sprays that use mild, naturally derived ingredients.

Rise of Ingredient Transparency

This focus on safety and purity isn't just niche; it's become mainstream. Brands that highlight transparent ingredient lists, pediatrician endorsements, and safety certifications are gaining a loyal following among parents. Overall, offering gentle and effective products is now a baseline expectation – one that is propelling steady market growth in the baby and kids' personal care sector



BlueSky
Horizon House
Estate Road Five
Grimsby
DN31 2TG

[blueskysolutionsuk.com](https://www.blueskysolutionsuk.com)
+44 (0)1472 240 940
sales@blueskysolutionsuk.com

[BlueSky LinkedIn](#)



Sustainable Packaging as a Priority

Alongside clean ingredients, sustainability in packaging has become a top priority in 2025. Eco-conscious Millennial and Gen Z parents care deeply about the environmental footprint of the products they buy for their children. There is a global shift toward premium baby care products that use sustainable packaging and ethical practices.

In Europe especially, natural and eco-friendly baby care products are in high demand, and **sustainable packaging is a strong selling point**, as shoppers are highly aware of their environmental footprint. A recent study found that 61% of baby cosmetics brands worldwide now use sustainable packaging options, including recyclable, refillable, and mono-material – underscoring the industry’s move toward greener solutions.

One of the clearest packaging trends in 2025 is the shift to **mono-material packaging** – using a single type of recyclable material for the entire container. By eliminating mixed materials, brands make it much easier for parents to recycle the packaging after use.

For example, all-plastic lotion pumps have emerged as a more sustainable alternative to traditional pumps with metal parts. These mono-material lotion pumps, available in common neck sizes like 24/410 or 28/410, can be fully recycled when paired with a compatible plastic bottle too - creating a 100% recyclable pack. BlueSky’s own mono-material lotion pumps in PP or PE are designed for this purpose. Such innovations appeal to eco-minded parents and also prepare brands for stricter regulations (the EU, for instance, is moving toward requiring all plastic packaging to be recyclable or reusable by 2030).



BlueSky
Horizon House
Estate Road Five
Grimsby
DN31 2TG

[blueskysolutionsuk.com](https://www.blueskysolutionsuk.com)
+44 (0)1472 240 940
sales@blueskysolutionsuk.com

[BlueSky LinkedIn](#)



Beyond recyclability, **refillable and reusable** packaging is gaining momentum. Parents appreciate brands that help reduce waste by offering refill solutions. There has been a noticeable “surge in demand for refillable skincare products and eco-friendly packaging,” pushing manufacturers to innovate both formulation and design.

In practice, this trend means a company might sell a sturdy, attractive bottle (for example, an aluminium or durable plastic bottle with a pump) and then provide **refill pouches** or large economy sizes that parents can use to replenish the original container. Refill pouches use much less material than a full new bottle and often cost less per ounce, which is a win-win for sustainability and value.

By 2025, many brands are exploring this model - from baby lotion and shampoo refills to things like wet-wipe refill packs – as a way to cut down on single-use plastics. The refill approach not only cuts waste but can also foster brand loyalty (since a customer returning for refills is likely to stick with the same brand’s system).

Metal packaging is another eco-friendly option gaining traction in the child care space. **Aluminum tubes** for creams and balms, for instance, are fully recyclable and protect sensitive natural formulations from light and air. Some premium baby and kids’ brands have started using **aluminum bottles with lotion pumps or sprayers**, which deliver a high-quality look and can be reused or recycled easily. Using recycled content (PCR plastics or aluminum) is also becoming more common as companies aim to reduce virgin plastic use.



BlueSky
Horizon House
Estate Road Five
Grimsby
DN31 2TG

[blueskysolutionsuk.com](https://www.blueskysolutionsuk.com)
+44 (0)1472 240 940
sales@blueskysolutionsuk.com

[BlueSky LinkedIn](#)



Convenient Packaging

Caring for young children can be challenging, so packaging convenience is a major factor for parents. Brands are innovating with packaging that makes daily routines – bath time, nappy changes, hair brushing – easier and mess-free.

One big trend is the widespread use of **dispensing closures** that allow one-handed use, so a parent can manage a squirmy child in one arm while accessing the product with the other. For example, **lotion pumps** on baby lotion or shampoo bottles are extremely popular because they deliver a controlled amount of product with a simple press.

Disc-top caps are another parent-friendly closure - these flip-top lids (often seen on baby shampoos and washes) let the user pop the cap open with a thumb and dispense without fully removing the lid. This minimises the chances of dropping or losing the cap (a common hazard with screw caps when you have kids around!).



Foamer bottles have also found a niche in children's personal care. These special pump bottles mix the liquid with air to dispense a gentle foam. Foam soap or shampoo is not only fun for kids (making them more amenable to washing) but also allows for easier spreading and rinsing, reducing the risk of using too much product. Many toddler and baby wash products now come in foaming dispensers for this reason.

Rosie Major
Account Manager
BlueSky



BlueSky
Horizon House
Estate Road Five
Grimsby
DN31 2TG

[blueskysolutionsuk.com](https://www.blueskysolutionsuk.com)
+44 (0)1472 240 940
sales@blueskysolutionsuk.com

[BlueSky LinkedIn](#)



Likewise, hair care for kids has seen the introduction of spray and mist packaging for easier application. Detangling sprays, for example, often come in fine mist atomiser sprayers that distribute the product evenly without startling the child (no sudden squirts of liquid). A fine, even mist helps coat the hair to ease combing, all while being gentle on the child's scalp. Such sprayers often have an easy trigger or pump mechanism that parents can use quickly on a wriggling toddler.

When it comes to the bottles and containers themselves, **ergonomics and durability** matter. **PET Apollo bottles** and **PET Boston round bottles** are two popular styles for child-focused products. These are types of plastic bottles (made from PET, a recyclable and lightweight plastic) known for their sturdy build and classic shapes.

Apollo bottles typically have a sleek cylindrical shape, while Boston rounds have a rounded shoulder design – both are easy to hold and hard to tip over, which is ideal when dealing with kids in a bath or on a changing table.

Brands choose these bottles not only for their practicality but also because they offer a clean canvas for branding – it's common to see them wrapped in colourful, playful labels or graphics that appeal to children (think friendly characters or nature themes) while communicating gentleness to parents. PET plastic gives a nice clarity to see the product inside and is durable enough to survive the occasional drop. And importantly, using PET or other recyclable plastics means these bottles can go into the recycling bin when empty, aligning with the sustainability trend discussed above.



For certain high-value or sensitive formulations – such as medicated creams for diaper rash or eczema, or premium natural lotions – airless pump bottles are emerging as a preferred packaging solution. Airless bottles use an internal vacuum mechanism instead of a traditional dip-tube pump.

This design ensures that as product is dispensed, no air enters the container, thereby protecting the formula from oxidation and contamination. The benefit for children’s products is that a gentler or preservative-light cream stays effective longer, since it’s not exposed to germs or air between uses.

Additionally, airless pumps allow 360° use (they can dispense at any angle, even upside down) and nearly complete evacuation of the product, meaning parents can use up almost 100% of the lotion or cream without any hassle.

While airless packaging is still a bit premium, it’s gaining popularity in the “derma” segment of baby care – think of those specialty balms for sensitive skin or probiotic baby lotions – where consumers are willing to pay for added safety and efficacy.

Building Trust through Packaging and Branding

In the crowded baby and child care market, **brand trust** is paramount. Parents tend to stick with brands that consistently deliver safe, reliable experiences – and packaging is a surprisingly important part of that experience. **Child-friendly packaging** design (both functionally and aesthetically) helps convey that a brand truly understands parents’ and kids’ needs.

Packaging can even communicate expertise and safety – e.g., a pump or tube that keeps a formula sanitary implies the brand has done its homework in product preservation and hygiene.



BlueSky
Horizon House
Estate Road Five
Grimsby
DN31 2TG

blueskysolutionsuk.com
+44 (0)1472 240 940
sales@blueskysolutionsuk.com

BlueSky LinkedIn



The trends in children's personal care and hair care for 2025 all circle back to one theme: care. Care for the child's well-being through gentle, safe ingredients; care for the planet through sustainable packaging; and care for the parents' experience through convenient, thoughtful design.

By staying attuned to these trends, brands can create products that resonate with modern parents and stand out in a competitive market. The good news for B2B buyers and brands is that solutions are readily available to meet these needs.

At BlueSky, we are continuously improving our ranges – from fully recyclable PE/PP lotion pumps to airless dispensers, PCR PET bottles and jars, aluminium bottles, and refill systems – to help brands bring these caring values to life in their packaging.

In summary, to appeal to today's parents, children's personal care brands should combine trustworthy product formulations with smart, sustainable packaging. A gentle, effective cream or shampoo in a recyclable, user-friendly bottle is more than just a product – it's a statement that your brand shares the values of the families it serves. And that alignment is ultimately what earns parent loyalty. As the industry evolves, those companies that prioritise safety, sustainability, and convenience in every aspect of their product (inside and out) will thrive.



BlueSky
Horizon House
Estate Road Five
Grimsby
DN31 2TG

[blueskysolutionsuk.com](https://www.blueskysolutionsuk.com)
+44 (0)1472 240 940
sales@blueskysolutionsuk.com

[BlueSky LinkedIn](#)



BlueSky thinking brought to life.

blueskysolutionsuk.com

+44 (0)1472 240 940

sales@blueskysolutionsuk.com



BlueSky
Horizon House
Estate Road Five
Grimsby
DN31 2TG

blueskysolutionsuk.com
+44 (0)1472 240 940
sales@blueskysolutionsuk.com

BlueSky LinkedIn