



# Health & Beauty



# The health and beauty industry has always been known for strong innovation.

It continues to evolve year after year, displaying new trends and unique ideas. The industry encompasses many different product categories such as makeup, skincare, hair products, and fragrances. Overall, the industry is getting stronger globally as online sales begin to compete with in-person sales.



## Quick Stats

- Global sales for health and beauty are up from \$483B in 2020 to \$511B in 2021, predicted to exceed \$716B by 2025
- North America and Asia Pacific have the biggest market shares, North America with 24% and Asia Pacific with 46%
- Beauty products make up the second-largest product category for engagement across Instagram, Twitter, and Facebook
- Women in the US spend around \$3500 on health and beauty products annually

# Industry Trends

## Influencers

Health and beauty companies are increasingly turning to influencers to promote their products. Influencers allow brands to show their product in action in a more personal and authentic way. According to Statista, the global influencer market is projected to generate 15.2 billions dollars this year, and increase to 22.2 billion by 2025.



## CBD Products

With the increased acceptance and legalization of marijuana, more and more products are being developed with CBD. In the health and beauty industry, these products include lotions, lip balms, makeup, and hair products. Labels for these products can have extensive legal requirements, but Whitlam Group can help you stay up to date on what information needs to be included.





# Labeling and Packaging Trends

## Eco-friendly

Consumers have been steadily gravitating towards more sustainable and honest brands in health and beauty products. This includes both what's inside the products and how they are packaged. Consumers want to be sure that what they are using on their bodies is safe and non-toxic and that their brands care about the environment.



One way to convey sustainability through packaging is by using **kraft paper** as your label material. Kraft paper is made of recycled materials and is a quick way to visually tell consumers that your brand is environmentally conscious.

## Luxury

Consumers appreciate labels with a little extra something, and you don't need much to be effective. A single metallic word on your label can communicate a sense of luxury, while still being budget friendly. Consumers like to touch products before they buy them, and adding tactile effects like foil, metallics, and velvet will increase the odds of a consumer picking up your product, while giving it a high-end feel.



## Personalization

With more consumers accepting and celebrating their individuality, they are expecting their brands to do the same by creating personalized products for them. Many health and beauty brands are taking advantage of this by providing custom products to consumers that fit their needs, such as hair products and skincare with individualized formulas.



Whitlam Group can help you create labels that have unique designs from one another or that include variable information. This will allow consumers to feel like your products are tailored to them, rather than being mass-produced. Another way to personalize your products is by incorporating themes into your label designs, such as seasonal elements, movements and causes, or sports teams.

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## Learn More Today

Labels and packaging are critical in making sure a prospective customer takes a closer look at your product. If your brand wants to become more successful, it's important to be aware of new trends and capitalize on the ones that make sense for your target market. Let Whitlam Group help you choose what works for you!







## Sources

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## Memberships and Affiliations



## Certifications



Intertek

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## About Whitlam Group

Whitlam Group is a leader of engineered label solutions and functional parts, solving complex label challenges for the world's largest corporations. Serving the automotive, industrial and consumer goods market for over sixty years, as a strategic partner. We understand the needs and processes of our customers and we proactively help them to achieve their objectives.

Learn more at [www.whitlam.com](http://www.whitlam.com)



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