

Cosmetic Packaging Market to Reach \$31.4 billion with 4.4% CAGR Forecast to 2020

Cosmetic Packaging Market 2016 Global Trends, Market Share, Industry Size, Growth, Opportunities, and Forecast to 2020

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/EINPresswire.com/ -- Cosmetic industry is highly consumer centric, in terms of perceived value and aesthetic appeal and thus packaging of these products impact the market sales. Most of the packaging for cosmetic products is done with plastic, glass, and metal, while other paper is also used for packaging cosmetic products. Plastic packaging leads the [cosmetic packaging](#) market while glass packaging has a dominant share in fragrance market, a subset of Cosmetic packaging market.

The Global Cosmetic Packaging Market was worth \$24.3 billion in 2014 and is projected to reach \$31.4 billion by 2020, at a compound annual growth rate of 4.4%. North America has a market share of 30% while APAC will witness the fastest growth during the forecasted period.

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Factors like growing beauty consciousness in the consumers, expanding product lines for cosmetic products based on affordability, e-retailing are driving the market, while economic factors like recession are a constraint for the high end market. With cosmetics being FMCG products, retailers have a great impact in identifying the brands that provide aesthetic appeal to the customers and placing the same in their limited shelf space. As such, perception of packaging by manufacturing companies has shifted from being a non-core activity to becoming an extension of their arm.

With changing market dynamics of Cosmetic industry by bringing in new products, packaging companies are going for innovations in designing, and technological use to stay competitive. What the report offers

Market Definition for the Cosmetic Packaging along with identification of key drivers and restraints for the market.

Market analysis Cosmetic Packaging Market, with region specific assessments.

Identification of factors instrumental in changing the market scenarios, rising prospective opportunities and identification of key companies which can influence the market on a global and regional scale.

Extensively researched competitive landscape section with profiles of major companies along with their strategic initiatives and market shares.

Identification and analysis of the Macro and Micro factors that affect the Cosmetic Packaging



Market on both global and regional scale.

A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.

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Contact US:

NORAH TRENT

Partner Relations & Marketing Manager

sales@wiseguyreports.com

Ph: +1-646-845-9349 (US)

Ph: +44 208 133 9349 (UK)

Norah Trent

[wiseguyreports](http://www.wiseguyreports.com)

+1 646 845 9349 / +44 208 133 9349

[email us here](mailto:sales@wiseguyreports.com)

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