



Industry Trends

2022 PERSONAL CARE LABELING TRENDS

The labeling industry is constantly changing, particularly within the Personal Care and Household Goods space. As the market changes, it is important that your packaging continues to be both eye-catching and innovative, especially considering [72% of consumers](#) in America say that packaging design affects their purchasing decision.

Accraply's labeling experts have compiled the trends we'll be seeing in 2022 related to the personal care & household labeling industry.

Learn more about what to expect in the coming year and how to prepare for new and ongoing trends.



LABELING AT A GLANCE

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THE PERSONAL CARE INDUSTRY AT A GLANCE:

Market Drivers

The personal care industry continues to grow and evolve as trends and consumer behaviors change as well. Take a closer look at some of the driving factors within the Personal Care and Household Goods industry.

A closer look at these market drivers:

GROWTH IN THE PERSONAL CARE INDUSTRY

- Growing expenditures in developing economies: including rising income levels, rising awareness of household cleaning/hygiene/pesticide and personal care options.



- Because cleaning and personal care products can include regulated materials that are applied to household surfaces or the body, products must be clearly labeled and include any warnings, directions, etc.
- The rising demand for accurate, high-speed, and simple labeling solutions will continue to fuel market growth.

PERSONAL CARE INDUSTRY REGULATIONS

- The FDA is charged with cosmetics and personal care products. The Fair Packaging and Labeling Act (FPLA), enacted in 1967, enhanced the power of the FDA and the Federal Trade Commission (FTC) to regulate labeling and content disclosures of consumer commodities, which includes cosmetics and personal care products.
- There is an increasing demand for security labeling to avoid theft/and tampering.
- Growing regulations for labeling requirements, coupled with growing industrial output in the chemical industry, have acted as a major driving factor for the growth in demand for Household and Personal Care labeling equipment in this industry.

BRAND OWNERS ARE DEMANDING GREATER PRODUCT DIVERSITY

- Wide range of products and product configurations contributes to increased labeling complexity. Complexity drives demand for machines that can accommodate a wider range of materials and numerous technologies.
- The shift from artificial and harsh chemical products to green and natural products by consumers owing to the rising environmental knowledge will bolster the healthy growth of the market. The increasing demand for natural and clean-labeled products has led to high production and supply.



MACRO TRENDS IMPACT

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MACRO TRENDS IMPACTING THE PERSONAL CARE & HOUSEHOLD LABELING MACHINERY MARKET

The personal care & household labeling industry will be influenced by several macro-level trends. These trends have been ongoing within the packaging industry and will be making an impact in the personal care and household goods industry specifically in 2022.

Major trends for 2022 include:

PRESSURE SENSITIVE LABELS

These labels will remain the favored technology in the personal care space as they are versatile, convenient, & available in different designs and patterns.

SHRINK SLEEVE LABEL SEGMENTS

This segment is expected to grow at the fastest rate due to the benefits 360° branding & messaging offers brand owners.

RECYCLABLE & BIODEGRADABLE LABEL PRODUCTS

Utilization of recyclable and biodegradable label products will become increasingly prevalent across labeling technologies.

DATA RESOURCES

Market Drivers and Macro Trend data was gathered from Opportunities in Packaging Operations Report and the Accraply Team.



OTHER TRENDS

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OTHER PACKAGING INDUSTRY TRENDS

When looking at 2022 trends, it's important to keep in mind the packaging industry as a whole. While the personal care & household labeling process has different regulations and specifications than other markets, many of the same concepts can be applied across industries.

Some overall packaging trends to keep mind include:



AUTOMATION IN PACKAGING

The push for automation and the benefits of it will continue to grow in 2022. As the consumer market continues to grow, customers are looking for high quality packaging for their products that stand out from the rest.

Automation helps improve product quality and create more uniform looks, meeting the customer's expectations every time. Automation is particularly beneficial in the personal care & household industry as you can increase efficiency while not sacrificing quality or regulation compliance.

When it comes to automation, you can find the option that works best for you and your business, such as fully automated or robotic machinery.



LUXURY PACKAGING

We typically see luxury packaging for higher-end items like smartphones, alcohol, jewelry, etc. But the principles can be applied across other industries as well.

Luxury packaging typically contains a box, custom insert, and then the item nested inside.

According to [Industrial Packaging](#), from 2019 to 2021, luxury packaging grew over 3%, and it's expected to keep rising through 2022.



SUSTAINABLE PACKAGING

The sustainable packaging trend has been growing over the past few years and will only continue to become more popular and sought-after.

Popular packaging materials include cardboard, recycled HDPE and rPET plastics, and compostable packaging. For certain markets, some materials include plant-based packaging, plant-able packaging, and even edible packaging.

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FLEXIBLE PACKAGING

Flexible packaging is another trend we've been seeing over the past few years, but it's expected to keep growing at an [annual average rate of 4.5%](#) over the next five years.

Within flexible packaging, transparent packaging is becoming more popular so consumers can see and almost touch the product before buying it. When it comes to flexible, transparent packaging, it can be a fine balance while still being sustainable and cutting down on plastic.

Paper and compostable packaging is making its way into the world of flexible packaging as an alternative to plastic. Pouches are a popular type of flexible packaging that will continue to grow in 2022 – they're often eye-catching, durable, and convenient.



SMART PACKAGING

According to [Allied Market Research](#), the smart packaging market size is expected to reach \$37,797 million by 2022, with a CAGR of 7.8%.

QR codes are also being used more in packaging designs, allowing consumers to interact with their packages in multiple ways. To enhance the consumer experience even more, VR and augmented reality technology is also being incorporated into packaging designs.



TRENDS IN PACKAGING DESIGN

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TRENDS IN PACKAGING DESIGN

Besides the type of packaging, we'll be seeing in 2022, (more sustainable options, secure, smart features, pressure sensitive labels, etc.) it's important to also consider how those packages will look.

Consumers are wanting more interactive, engaging, and informative packaging, but they also want to find it visually appealing. Especially in the personal care and household industry, it's important for consumers to be able to easily read and identify information about their package and its contents.

The two most popular design trends we'll be seeing in the packaging industry, that can also incorporate into the personal care & household industry, include:

MINIMALISTIC DESIGNS

Consumers will be drawn to simple packaging designs that give a sense of calmness, peacefulness, and serenity. Both the colors and any graphic elements of the design will need to evoke these emotions.

For the personal care and household goods market, minimalistic designs can also help with making the packaging easier to read and cut through the clutter on the shelves.

VINTAGE DESIGNS

Although more popular within food packaging, vintage designs will be growing in other markets as well. Eye-catching fonts, colors, and designs that bring a sense of nostalgia to consumers will be gaining in popularity in 2022.

PACKAGING TRENDS SOURCES

- [Industrial Packaging](#)
- [Flexible Packaging](#)
- [Allied Market Research](#)
- [2022 Packaging Trends](#)

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ADDITIONAL RESOURCES

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ADDITIONAL PACKAGING RESOURCES

If you found this guide helpful, you may be interested in some of our other resources, both from Accraply and the entire Barry-Wehmiller family of companies.

BW Packaging Systems

BW PACKAGING SYSTEMS

Accraply is one of several Barry-Wehmiller companies represented in BW Packaging Systems, which brings together the labeling and packaging capabilities of Accraply, BW Flexible Systems, BW Integrated Systems, Pneumatic Scale Angelus and Synerlink.

Through their collective experience, BW Packaging Systems' companies provide deep, vast knowledge of packaging machinery to identify the best solutions for your personal care and household product packaging needs.

Learn about our other companies:



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