



Passport

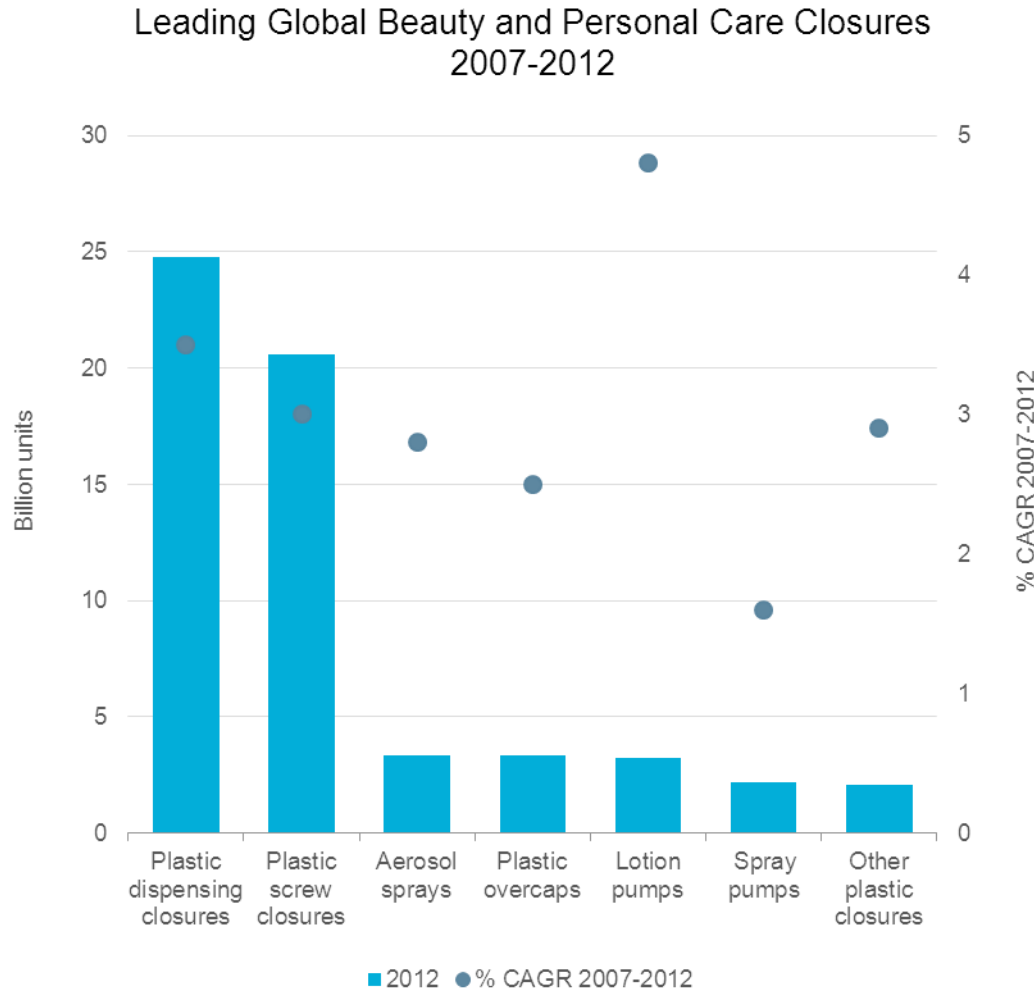
IDENTIFYING GROWTH OPPORTUNITIES FOR PLASTIC CLOSURES IN BEAUTY AND HOME CARE

May 2013

Key findings

2012 is another good year for closures	In 2012, beauty and home care closures recorded 3% unit volume growth, and reached almost 95 billion units globally. Closures are benefiting from the shift towards more goods being packaged.
Plastic screw caps: between shampoo and toothpaste	Globally, plastic screw caps are losing share in shampoo due to a growing preference for dispensing caps and pumps. However, Asia is driving usage of screw caps for toothpaste.
Premium hair care brings new opportunities for closures	Lotion and sprays pumps are expected to lead in terms of growth in conditioners globally. These closures convey a premium brand image and ensure correct protection of the expensive content of the package.
Growing popularity of lotion pumps in liquid soap and beyond	Lotion pumps are gaining share in liquid soap due to their functionality and convenience. Pump closures will continue to benefit from the rise in presence of airless technology, and will penetrate skin care to a greater extent.
Dispensing caps post positive performance in hand dishwashing	Asia Pacific and Latin America are expected to lead growth in dispensing cap usage in hand dishwashing, due to changing consumption habits and new product developments.
Lotion pumps are benefiting from concentrated laundry care	The usage of concentrated laundry detergents and fabric softeners requires precise dosing of the product. Lotion pumps are expected to grow at a CAGR of 7% in laundry detergents over 2012-2016.
Triggers are used for shelf presence in air care	Spray/aerosol air fresheners is a concentrated category, with metal aerosol cans being the dominant pack type fitted with sprays. However, trigger closures can help to make a brand stand out on the retail shelves, as seen with new launches in PET bottles.

Dispensing caps are important but lotion pumps lead growth

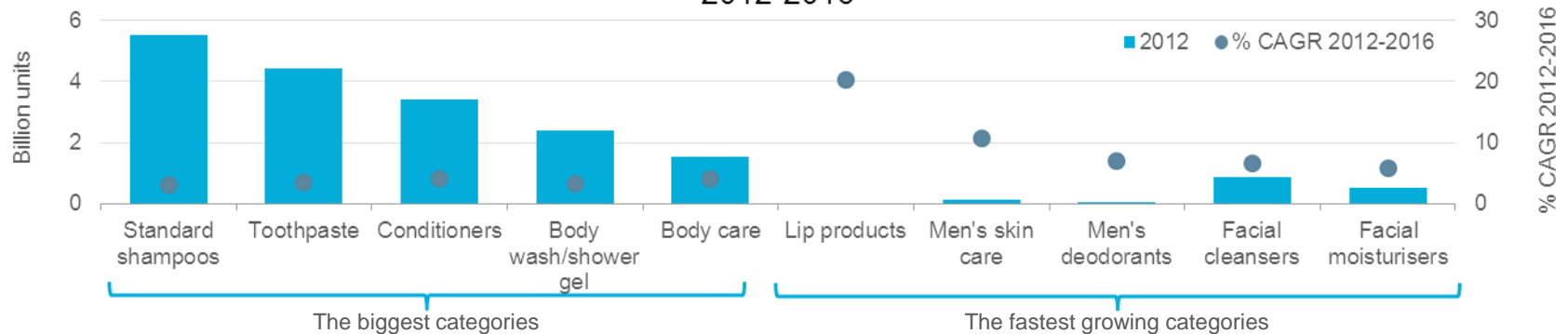


- Closures on beauty and personal care packaging performed positively over 2007 to 2012, growing at CAGR 3% and reflecting positive consumption of beauty and personal care packaging overall.
- Despite being the biggest closure category for beauty products, plastic dispensing closures also remain one of the most dynamic categories, and grew at a CAGR of almost 4% between 2007 and 2012. This is a very convenient closure, and has gained significant shares in hair care and bath and shower.
- Most notable is the performance of lotion pumps, recording the most dynamic growth during the historic period, with a CAGR of almost 5%. Lotion pumps are gaining popularity and providing added value in facial and sun care, as well as convenience in liquid soap.

Hair and oral care core to dispensing caps, skin care adds value

- In 2012, standard shampoos accounted for 22% of all plastic dispensing closures in beauty and personal care. Shampoos is a very important category for dispensing caps, and is predicted to grow at a slow but positive rate in the forecast period. A large proportion of HDPE bottle growth in shampoo is being generated by Asia Pacific, in particular China. Given their convenience and competitive pricing, HDPE bottles are a key packaging type in beauty and personal care.
- Toothpaste is typically packaged in squeezable plastic tubes. Toothpaste on the whole is seen as a necessity and was therefore resilient to the economic downturn, growing in volume terms by CAGR of 4% between 2007 and 2012, stimulating demand for dispensing caps. As developing economies become more affluent, toothpaste is one of the oral care products likely to be adopted first.
- Lip products and some men's toiletries categories are expected to provide a dynamic performance for dispensing caps, though from a low base. The US is the leading country for men's toiletries consumption. New product launches over the last few years, primarily in men's bath and shower and deodorants, boosted demand for packaging and dispensing caps.

Plastic Dispensing Closure Product Applications: Biggest vs Fastest Growing 2012-2016



Premium lotion pump functionality in anti-agers

- Retail sales of anti-agers in 2012 amounted to almost US\$24 billion globally, and recorded a 7% CAGR in value sales over 2007-2012. In packaging terms, anti-agers recorded 1.6 billion units in 2012, with glass and squeezable plastic tubes being the most important pack types. They accounted for 21% and 13% of pack unit volumes, respectively, in 2012.
- Plastic screw closures remain the most common closure type for packaging of anti-agers; however, lotion pumps are becoming very successful, mainly due to their being suitable for airless operation. Airless pumps deliver the product from the container with no air intake and thus offer protection against drying and discoloration of the product formulation. Also, airless pumps promote efficient dosing of the product.
- Pump closures will continue to benefit from the rise in airless technology. It is expected that lotion pumps in anti-agers (including airless versions) will grow globally by a 5% CAGR between 2012 and 2016.

Global Leading Pack Types and Closures on Glass in Anti-agers 2012

