



# Cosmetic Packaging Insight

MEDIA INFORMATION



# Essential industry intelligence

Demand for cosmetics is growing at an unprecedented rate and is forecast to surge by 4.8% by 2020. World population growth, coupled with rising incomes, urbanisation and the use of cosmetic products among young men are leading to increased demand, elevating global revenues to more than \$350 billion by the end of the decade.

A steady rise in consumption, and the increasing demand for cosmetics and allied products has triggered a boom in innovation investment and adoption of new technology within the major brands and luxury firms. The key players are on a quest for improved efficiency gains with continued focus on innovation and technology in order remain competitive.

**Cosmetic Packaging Insight** is specifically designed and edited for primary decision-makers involved in the development and production of new solutions. This unique and powerful audience has the authority to make the decisions to purchase the products and services they require in order to raise standards, improve efficiencies and increase market share.

Published in print and digital formats, this multiplatform publication provides a unique blend of in-depth commentary and analysis of the key issues shaping the market, while also offering a valuable and effective way of reaching and influencing a high-spending community of brand owners and converters.



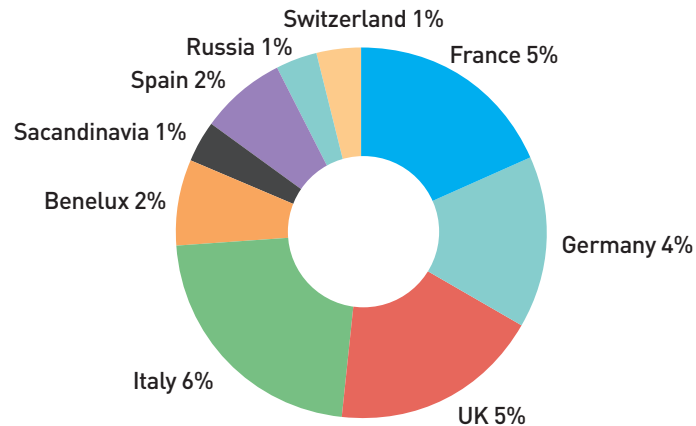
# Readership

The total purchasing output within the cosmetics packaging sector is controlled by many parties. The operational, strategic and technical readers of **Cosmetic Packaging Insight** have the authority to recommend, specify or authorise over 73%\* of all spend in the market.

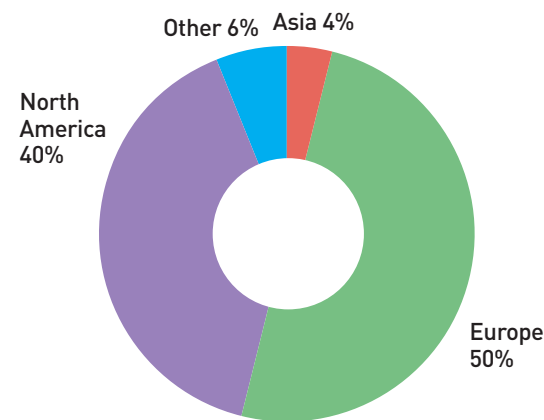
Job titles and functions of readers include:

- Global Packaging Director
- World Wide Head of Innovation & Packaging Materials
- Head of Packaging Innovation & NPD
- Vice President of Packaging Technology
- Director of Packaging Development
- R&D Director
- VP Innovation
- Chief Designer
- Snr VP Procurement
- Director of Packaging Materials
- Director of Regulatory Development
- Head of Technical Packaging Development
- Marketing & Creative Packaging Director
- Brand Managers
- Head of Design
- Director Quality Management
- Head of Sustainable Development

European distribution



Global geographical distribution



Recipients include:





# Engaging content

Quality content is at the heart of **Cosmetic Packaging Insight**. Our expert editorial team selects the best opinions and trend analysis from the individuals and organisations at the forefront of development.

Covering key areas which include:

- **Anti-Counterfeit**
- **Decorative Effects**
- **Design Capabilities**
- **Digital Printing**
- **Injection Moulding**
- **Machinery**
- **Packaging Innovation**
- **Packaging Substrates**
- **Raw Materials**
- **Labels/Sleeves**
- **Closures**
- **Dispensing**
- **Printing**
- **Secondary Packaging**
- **Sustainability**

## Securing the best contributors

**Paul Howells**, VP Packaging, **Unilever**

**Virginie Hellas**, VP Sustainability, **P&G**

**Pierre Ducastin**, Director Packaging Innovation, **L'oreal**

**Herve Bouix**, SVP Corporate Packaging Innovations, **Estee Lauder**

**Dr Thorsten Leopold**, Head of International Packaging Development Home Care Products, **Henkel**

**Pascale Marciniak-Davoult**, Director packaging research and innovation, **Chanel**

**Peter Lamboy**, Director Packaging Development, **Kao**



ESTÉE LAUDER





