

For immediate release  
17 December 2024



## What's next in beauty?

*Quadpack's Creative Hub publishes its annual eBook on beauty trends to look out for in 2025*

The 'crystal ball' market has crashed in the last few years, as trend prediction in beauty is a case of expecting the unexpected. Nevertheless, for those who still have the courage to try, looking at emerging macro trends and matching these with new behavioural consumer traits gives some idea of how 2025 and 2026 will shape up.

Quadpack's Creative Hub has analysed market data, with digital 'eyes and ears' open, for its 2025 beauty trend eBook. Its findings paint a picture of a polarised yet kinder, more inclusive world, that values community and transparency; a world in which multi-sensory products and packaging are designed to make people of all ages and capabilities feel good.

Download a full copy of the eBook here:

<https://packaging.quadpack.com/beautytrendsebook2025download>

–ENDS–

#### About Quadpack

Established in 2003, Quadpack is an international manufacturer and provider of enhanced packaging solutions for beauty brand owners and contract fillers. With offices and production facilities in Europe, the Americas and the Asia Pacific region, and a strategic network of manufacturing partners, Quadpack develops bespoke and customised packs for prestige, masstige and mass market customers. Part of PSB Industries since 2024, Quadpack relies on a workforce of 600 people to build a more sustainable world. As a registered B Corp with EcoVadis Platinum certification, it works to ensure a positive impact on the planet and society and, through the Quadpack Foundation, on the communities in which it is present. For more information, please visit [www.quadpack.com](http://www.quadpack.com)

#### **Contact details**

Mariam Khan

Quadpack press office

Summit Media Services

[mariam@summitmediaservices.com](mailto:mariam@summitmediaservices.com)

Tel: +34 93 265 4463

#### Legal notice

This document contains forward-looking statements about Quadpack's business, financial data, and events related to the company's prospects. These forecasts can be identified by the use of words such as 'estimated', 'plan', 'expectation' or words with a similar meaning. Quadpack may also make projections in other reports, presentations and press releases. Furthermore, the company's representatives may occasionally make forward-looking statements. These projections are based on current expectations and on certain hypotheses, many of which are beyond the company's control and subject to a series of risks and uncertainties. In the event that any of these risks or uncertainties should materialise or the underlying expectations are not fulfilled, the results or performance of Quadpack may differ (either positively or negatively) from those explicitly or implicitly forecast. Quadpack assumes no obligation to update or revise any forward-looking statements made previously.