

COUNTRY OVERVIEW

Spotlight on container glass for cosmetics and perfumery in INDIA

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Along with current domestic demand, exports of container glass has made India a leading producer of container glass for the cosmetics & perfumery segment.

MEETING THE NEEDS OF COSMETICS AND PERFUMERY

India has some of the leading producers of container glass for cosmetics and perfumery segments. PGP Glass, Haldyn Heinz Glass and AGI Greenpac are some of the leading producers - all known for their expertise within both domestic and international markets for the production of container glass for this industry segment.

The sizeable population, favourable demographics, ever-improving economic growth have all made India a major force in the production of cosmetics and perfumery. The country now accounts for a very small proportion of the global cosmetics & perfumery industry. However, owing the growing popularity of these products their production and consumption are expected to register healthy growth in the foresee-

In this issue of Glass Machinery Plants & Accessories we take a look at the container glass market in INDIA. Once considered a very small segment of the country's container glass industry, cosmetics & perfumery has grown into a sizable segment for container glass producers nationwide.



able future - which bodes well for container glass producers within this segment.

Packaging for cosmetics & perfumery products can be made from a variety of materials, with container glass and plastic being among the most common. Plastic trays and jars are typically used in cheaper options due to their availability and low cost. Some cosmetics, on the other hand, will not work with any plastic. Albeit indestructible, plastic is composed of chemical molecules. As a result of their reactivity, certain plastics are unsuitable for general use. Firstly, the product must be free of any potentially harmful ingredients before being stored appropriately for skin use. A safe material that will not leach chemical components into the goods by which it's contained must be accustomed to whatever packages it - a demand make glass an ideal packaging medium for these products.

To remain inert, it requires neither additional treatment nor liners, which is why high-quality balms and lotions are often sold in glass bottles. In glass, rest assured, your beautiful products will remain fresh and healthy for as long as they're packaged.

As Vijay Shah of India's leading container glass producer for cosmetics & perfumery industry says: "The global cosmetic glass packaging industry is estimated to be worth around USD 2.25 billion, with PGP Glass capturing around 6-7 percent of the market. The perfumery segment contributes around 80 percent of the total cosmetic glass packaging industry. PGP Glass captures around 4 percent of the market. In the cosmetics segment (mainly nail polish), PGP Glass is among the largest players in the world and captures around 40 percent of the market. From our two manufacturing plants in India, in Kosamba and in Jambusar respectively, around a quarter (25 percent) of the produce goes to the Indian domestic market. And from our manufacturing plant in Sri Lanka, Horana, around 60 percent of the produce goes to the Sri Lankan domestic market. Our key export markets from India are Western Europe (France, Spain, Italy, and UK), the Middle East (UAE, KSA), Brazil and USA."

KEY SEGMENTS

India's thriving fashion and film industries are fueling growth in the cosmetics &

perfumery segment by making Indians aware of the benefits of having a good appearance. Today the majority of cosmetics producers in India serve the local market, although a few have started to export their products. Cosmetic manufacturers in India have been able to secure contracts from foreign producers and retailers with, say, Indian herbal cosmetics items being in high demand in overseas markets.

Mass beauty remains the largest segment of the Indian cosmetics industry, with a mar-



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ket value of more than USD 11 billion, followed by hair care and personal hygiene products, which have a collective market value of over USD 3 billion.

Perfumery has also been among the key segments. India's importance in perfumery sector is evident from the fact that the International Fragrance Association's (IFRA) opened a new India liaison office in September 2022.

On the occasion Martina Bianchini, President of IFRA, said : "I'm delighted to officially launch the IFRA India liaison office. The country has a long and storied history in scents, perfumes and fragrances and sources many vital raw materials that are essential along the entire fragrance value chain."

Rachit Mathur, General Manager - Luxury Products Division, L'Oreal India says: "A visible growth in demand for luxury beauty across a stratum of Indian consumers has been observed in markets beyond the major metros, driven by a rise of aspirational consum-

ers who have more disposable income and don't shy away from spending on premium products. Lancome will cater to this growing segment of Indian consumers through the brand's intuitive understanding of women's needs through its portfolio of unique and complementary skincare, makeup, and perfume products."

MAJOR CONTAINER GLASS PRODUCERS

PGP Glass, Haldyn-Heinz Glass, AGI Greenpac and a number of small container glass producers in Firozabad cater to most domestic demand of container glass for cosmetics & perfumery businesses in India.

PGP GLASS

PGP Glass is one of the largest cosmetics & perfumery glass producers in Asia. With four manufacturing facilities - two in Kosamba and Jambusar in Gujarat India, one in Missouri USA and one in Horana Sri Lanka - 80 percent of the company's revenues come through

exports. Piramal Glass currently produces 1,530 tonnes per day through 11 furnaces and 65 production lines. Its clients include global companies such as Coty and L'Oreal.

PGP Glass provides end-to-end solutions for its customers in the cosmetics & perfumery segments. The company provides integrated service and technical expertise from concept, artwork design, to final commercial development of container glass bottles. It owns one of the most sophisticated in-house capabilities for printing in ceramic, organic, and pad in one or multiple colours hot-foil stamping, coating (lacquering), rinsing (frosting), decal, fitment, and external metallization.

Formerly known as Piramal Glass, the company was acquired by US-based private equity fund Blackstone Group in 2020. Following acquisition by Blackstone, PGP Glass is expected to further increase its customer base, especially in the premium cosmetics and perfumery segment in the European and US markets.

"The change of ownership at Blackstone is a positive development as we will be able now to finally fulfil its vision of global leadership within the chosen segments of premium perfumery and cosmetics as well as specialty spirits," said Vijay Shah, director on the board of PGP Glass. Vijay Shah, who led Piramal Glass for decades, is in charge today of day-to-day operations at the new company.

Blackstone Group is one of the leading investment firms in the world, with an Assets under Management (AUM) of around USD 731 billion - these across sectors like private equity, real estate, hedge fund solutions and credit businesses. The Group has an exposure in the packaging





industry, through acquisition of varied companies such as the USA based Graham Packaging, Owens-Illinois Inc., Ohio and China-based packaging firm ShyaHsin, Gerresheimer Glas Packaging in Europe and EPL Limited (formerly Essel Propack in India).

HALDYN-HEINZ FINE GLASS

A joint venture between famed German company, Heinz Glass International GmbH and

India's Haldyn Glass -Haldyn Heinz Fine Glass- is now among the leading producers of container glass for the cosmetic and perfumery industry. Formed in 2017 and thereupon commencing its commercial production in October of that same year, the joint venture is engaged in manufacturing premium glass containers used in the cosmetic and perfumery industry.

Heinz Glass has over 400 years experience in the produc-

tion of perfume and cosmetic glass bottles and is regarded to be one of the world's leading manufacturers and finishers of glass flacons. The company has a presence in 16 countries. Heinz's core competencies lie in its in-house development division and mould construction unit as well as its state-of-the-art production and refining technology. The company's continuous focus to cater to the ever-changing needs of its customers has enabled the Heinz

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Group to uphold both its glass-making tradition and its position as leading 'Global Player' supplying to most leading global beauty and cosmetic companies.

Heinz-Glas and lacquer manufacturer Weilburger recently developed an invisible antibacterial coating that renders the glass surface self-cleaning. The new technology, dubbed senoglass® Carecoating, enables glass bottles to be safely picked up both on store shelves and at home as the surface fights such microorganisms as bacteria and viruses. The invisible protective shield destroys 99 percent of the pathogens *Staphylococcus aureus* and *Escherichia coli* as well as over 99 percent of coronaviruses within an hour. The water-based coating is free of nanoparticles and harmful biocides.

AGI GREENPAC

AGI Greenpac, a company renamed from its earlier identi-

fier AGI Glasspac, has set up a new manufacturing facility to meet demand from the cosmetics & perfumery segments. The unit was commissioned in early 2022 with a total investment of INR 2,200 M. The new facility which houses a furnace of 154 TPD has been named

AGI Speciality Glass division. The speciality glass facility has five manufacturing lines, spread over 15 acres. The company will focus on exports to the US, Australia and a few markets in Europe. The plant will cater to high-end pharmaceuticals, including vials, perfumery, cosmetics and other segments. ■

