

2026 Luxury Trends Report

FORMES DE LUXE

In partnership with

LUXEPACK

PART I

Luxury market:
Figures & perspectives

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Emerging packaging trends

PART I

Luxury Market: Figures & perspectives

2025 Luxury Market

€1,440bn (estimation)

between **-3%** and **-1%**
vs 2024

(stable at current exchange rates)

between **+12%** and **+14%**
vs 2019

2025 Luxury Market

+8%
Experiential luxury
growth rate

A question of value(s)

77%

of French consumers find the price of luxury products too high, with a disconnect to their current priorities. (**67%** in the US)

70%

believe prices are too high in relation to product quality. (**73%** in the US)

Luxury purchase drivers

VALUE

“A brand whose prices are consistent with product quality.”

AESTHETICS

“An iconic and timeless product that doesn’t go out of style.”

CULTURE

“A brand that values exceptional craftsmanship.”

EXPERIENCE

“A brand that makes me feel valued as a customer.”

2035 luxury market

€2,200bn to €2,700bn
(estimation)

Personal goods

€525bn to €625bn

Between +4 and +6% per year

Luxury market

4 key words to retain:

ETHICS

INTEGRITY

EMOTION

LOVE (& LOYALTY)

PART II

FORMES DE LUXE

AWARDS

A window on emerging
packaging trends

The Formes de Luxe Awards competition is a trends observatory in all things luxury packaging.

Presented at LUXE PACK Monaco, the 27th edition was no exception. **Four major trends** emerged from the nominated products.

FOUR EMERGING PACKAGING TRENDS



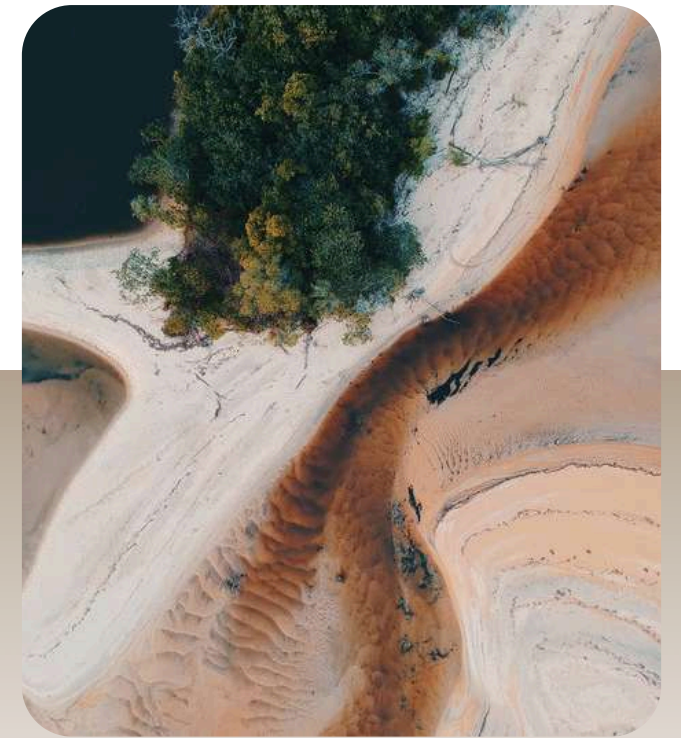
ACCEPTANCE



DUALITY



RITUALS



GREEN(ER)



01. Acceptance

Kraft cardboard, bamboo fiber, cellulose... once considered "basic", these materials are no longer in the shadows.

Intrinsic design elements, they reveal an acceptance and a desire for transparency and authenticity, where quality and sustainability reign over ornamentation.

An approach to luxury that breaks with tradition to enhance the very essence of the product.

La Crème de longévité Orchidée Impériale – Guerlain x Knoll Prestige Packaging

A refill cup made out of 90% cellulose, a mix of fibers from bagasse (sugarcane waste) and FSC-certified bamboo.



La Grande Dame 2018 – Veuve Clicquot x GPA Global

The coffret is made entirely of paper, including the outer wrapping made with 60% hemp paper sourced in Germany.



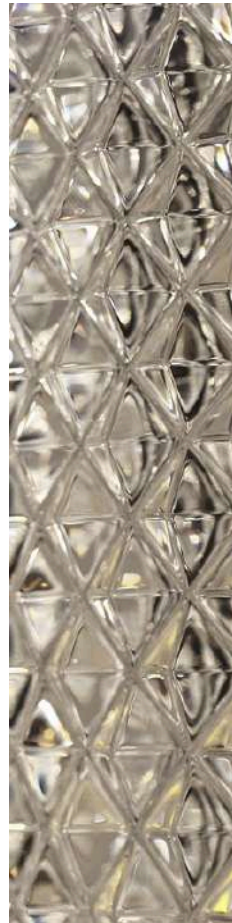
Le Male Gift Box – Jean Paul Gaultier x DS Smith

The glue-free pack is made from corrugated kraft and recycled cardboard, with both double and single fluting.



Angels' Share Paradis – Kilian x Pujolasos

Inspired by cognac barrels, the round oak cap is fitted with the supplier's patented Woork cork insert via glue-free assembly. The cap features full-surface laser edging.



The Macallan SPACE Mastery – The Macallan x HH Global

Built out in modular sections, the coffret is made from paper and board with a pulp fitment. It features 200 pop-up paper-based “spikes” inspired by the art of origami.





02. Duality

A two-speed aesthetic is emerging. On the one hand, an approach where quality and purity "go the extra mile" with meticulous finishes and a precise attention to detail. And on the other, an enduring desire for ostentatious, flashy, and heavy components. This duality reveals a schism between traditional luxury and a minimalist aesthetic.



Blue Label Ultra – Johnnie Walker x Sisecam

Created using Diageo's newly patented glass technology, the tear-drop shaped 70cl bottle weighs just 190g and sits in a bamboo frame. Bottles are hand blown by glass making experts into a mold and hand filled.



Miel – Jil Sander x TNT Group

Bell-shaped cap made of aluminum with a solid white spray finish and black screenprinting.



L'Entropiste x Verescence

The flacon has a tilted shape and a neck axis that is not in line with the bottle. It is decorated with hot-stamping and screenprinting. The bottle is made with 20% PCR glass and rated B according to Verescence's Glass Score tool. The screw neck enables components to be separated prior to recycling.



Fame Couture – Rabanne x GPA Global

Removable faux fur
bottle accessory
cinched with a belt in
gold galvanized zamak
and brass.



LV Lovers Copper Edition – Louis Vuitton x Texen/Artema Firenze

The copper bottle was made in Italy,
using the lost wax casting technique.
To address the compatibility issue
between the liquid and the bottle, a
bespoke protective lining made of
flexible multilayer film was developed.
This internal protection is inserted and
deployed in each flacon
to hold the fragrance.



Le Gemme TYGAR & REFIK ANADOL – Bulgari x Heinz Glas/Atiu

Limited-edition fragrance, a
collaboration with artist
Refik Anadol, is embellished
with digital artwork across
the bottle and cap.



03. Rituals

The rise of usage rituals transforms luxury packaging into a complete experience. Whether it concerns skincare, fragrance, or spirits, novel formats, delicate openings, surprising elements... invite discovery and celebration. Routines and gestures are now part of a seamless journey.



Special Gift XO RE[FEEL] Travel Set – Camus x Smurfit Westrock

Monomaterial cardboard coffret grouping together the bottle's box and the cardboard case for the accessories (3cl flacon, fabric pouch and aluminum straw for refilling).



Darphin Stimulskin Plus Sculpting Cream – Darphin Paris x TNT Group

The zamak cage with glossy finish features a collar with mass dyed gold PET screw thread and a POK insert to hold the glass jar. The latter's bayonet system allows for the jar's refillability.



Cartier Déclaration – Parfums Cartier x Silgan Dispensing

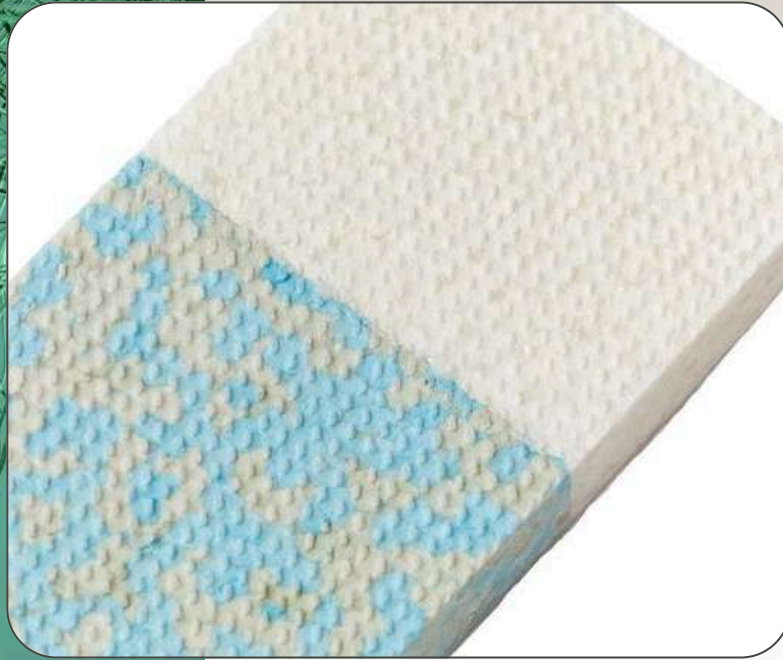
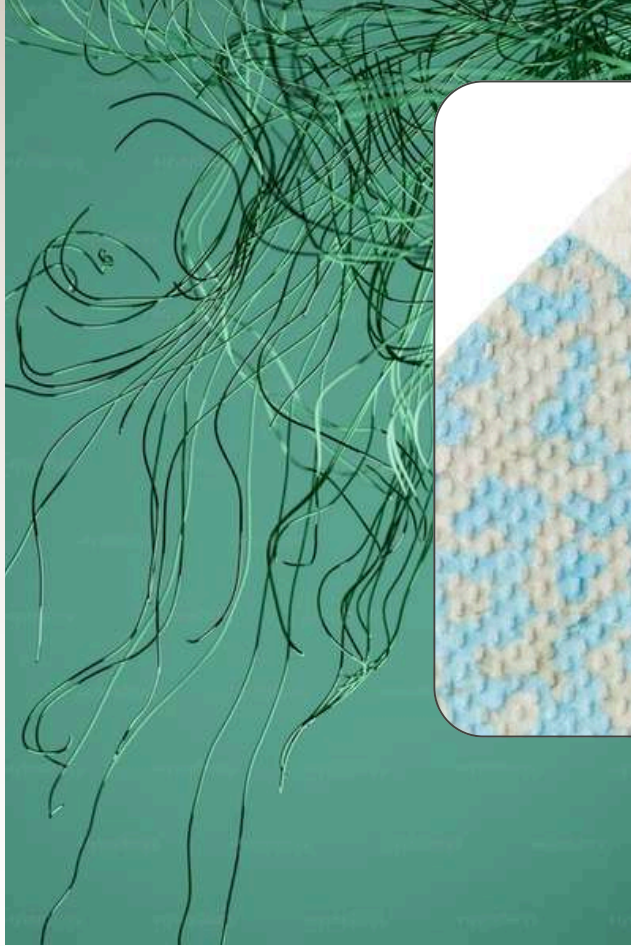
A magnetic metal closure system was developed for this refillable fragrance bottle fitted with the Melodie Pirouette pump.





04. Green(er)

Distinctive, bio-based or recycled, some new materials are addressing environmental challenges without compromising on desirability. Precious by nature, they inspire creative and sustainable projects in the luxury packaging realm



Algifoam – Gainerie 91

Lightweight, resistant, and thermally insulating, this biosourced material can be bonded to various materials (wood veneer, leather covering, and fabric) without any glue or binder to produce coffrets and displays. The alginate that makes up the material comes from European brown seaweed.

Phyli – Renature

Made up of plant proteins and plant tannins, dyed with natural pigments, this patented flexible material is positioned as an alternative to leather, imitation leather and other PU. Phyli contains no plastic or animal material and is biodegradable and home compostable.



Raiku – Raiku Packaging

Raiku is a highly protective packaging material with a spring-like structure made from wood. It is 100% natural and fully compostable, with no chemicals, coatings, or additives. The material is as light as bubble wrap, but with four-times higher compression strength.





Woamy Biofoam - Woamy

A cellulose-based foam, Woamy biofoam is lightweight yet strong. The soft-touch material comes in sheets and boards. Personalization options include surface patterning. Initial CO2 calculations indicate that the Woamy insert has up to 80% lower carbon footprint compared to fossil-based foam materials traditionally used for packaging inserts.



Rekrill - Krill Design

This patented, bio-based material is derived from by-products from the food industry, such as orange peels, coffee grounds, and hazelnut shells. It is transformed into functional pellets and is compatible with injection molding, thermoforming, and 3D printing. Rekrill matches the mechanical and thermal properties of plastics, such as ABS and PP, while remaining compostable.



FORMES DE LUXE

FORMES DE LUXE is the global media authority for luxury packaging professionals. It offers comprehensive coverage of the latest luxury industry news on sectors including fragrance & cosmetics, wine & spirits, fine foods, jewelry & watches and lifestyle products.

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