

# Learn to Sell Folding Boxes to Cosmetics & Body Care Businesses

The cosmetics and body care industry is big business in the United States and Canada. The US industry saw [revenue of \\$49.2 billion](#) in 2020, while revenue in Canada is [around \\$1.24 billion](#). As the industry grows, the number of small cosmetic industries is also on the rise, helped largely by the increase of ecommerce stores.

Small cosmetic industries are perfect clients for selling folding boxes to. Not only do they need the boxes for sending products to customers, but they also need them for marketing reasons. This is partly because cosmetic products consumers typically expect to see their purchases come in exquisite packaging, and folding boxes allow them to do exactly that at affordable prices.

## Common Products That Cosmetics Businesses Need

Small cosmetic companies need a variety of packaging that serves different purposes. Three of the most commonly used types are product boxes, mailer boxes, and shipping boxes.



### Product Boxes

Product boxes are particularly important for ecommerce businesses because they help present products in a sophisticated, upmarket manner. Plus, of course, they do help to provide some protection while the product is in transit. While the boxes themselves may be simple, they can be used with graphic designs that help to invoke notions of class and high quality and add shelf appeal that helps get products noticed.

### **Mailer and Shipping Boxes**

Mailer and shipping boxes are also very important because they help to ensure products arrive with the contents intact. These boxes usually need to be sturdier than product boxes, but they can also be used to add aesthetic appeal. Mailer and shipping boxes can also offer additional functionality, such as helping businesses to personalize their products to [improve their customers' experience](#).

## How to Reach Cosmetics Businesses

Small cosmetic industries are easy to find. Many will have active social media accounts where they promote their products. Google searches will give you plenty of results, and there are even [lists of ecommerce beauty stores online](#) you can use. You will also likely find that some of your existing clients will need folding boxes.

When you've identified the businesses that need your products, it's time to approach them. The good news is that this is usually quite easy to do, and there are several channels you can use.

### **Social Media**

As mentioned, you will easily find small cosmetic businesses on social media. Such companies are most likely to be found on sites like Instagram and TikTok because they are suitable for the kind of marketing content cosmetic companies use. Such platforms are also where many of the stores' target audiences will be found. However, you will also find many small cosmetic industries on other sites like Facebook.

When you've located a store on social media, sending them a message with your marketing materials is easy. Some will also include a telephone number so you can call them directly if you wanted to.

## **Contact Through Ecommerce Stores**

Many small cosmetic businesses will have their own ecommerce stores, and these stores will have messaging options and other contact details you can use. Contacting cosmetic businesses through their ecommerce stores can be useful because you can often see which packaging options they are already using, if any. This information will help you demonstrate how your boxes will be beneficial to them.

## **Start Selling Cosmetics Folding Boxes Today**

The number of small cosmetics businesses is rising and is likely to at the very least remain stable for many years to come. This means an increase in demand for folding boxes just like yours, making these businesses ideal to target and an exciting and growing industry to get involved with.

SinaLite makes the ideal partner for any business wanting to get into the folding box market. Our expertise will help you sell quality, in-demand products at competitive prices, boosting your bottom line and attracting new customers to your business.