Global Market for Natural & Organic Cosmetics

by

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Agenda

I. Introduction

II. Market Overview

III. Future Outlook & Challenges
Business services

i. Research Publications

ii. Research & Consulting

iii. Seminars, Workshops

iv. Sustainable Cosmetics Summit

(Europe, North & Latin America, Asia-Pacific)

www.organicmonitor.com
Research publications

» North American Market for Natural & Organic Cosmetics
» Asian Market for Natural & Organic Cosmetics
» European Market for Natural & Organic Cosmetics
» Global Market for Natural & Organic Cosmetics
» Strategic Insights: Potential of Fair Trade Cosmetics
» Technical Insights: Green Surfactants & Emulsifiers
» Consumer Insights: Natural Personal Care Products in the UK
Global market

- Market Size, 2014: USD 11.6 billion
- Leading Regions: North America, Europe
- Leading Markets: USA, Germany
European market

Market Size (revenues) USD 4.1 bn
Spend Per Capita USD 7.6
Major Channels
Specialist Retailers
North American market

2014 Data

Market Size (revenues) USD 6.5 bn
Spend Per Capita USD 17.8

Major Channels Natural Food Shops
Asia-Pacific market

**Key characteristics**

No Asian standards

Healthy market growth rates

Demand concentration

Rising competition

High level of greenwashing
Greenwashing
MARKET TRENDS
Product trends

- Skin care is major category, yet...
- Increased product segmentation
- Private labels
- Popularity of symbols & logos
- Free-from claims

Organic Monitor
Product segmentation
Private labels
Ingredient trends

- Replacement of synthetic chemicals
- Traceability of ingredients
- Use of food ingredients
- Novel ingredients
- Fair trade ingredients
- Sourcing locally
Consumer trends

- Consumer concern about chemicals in cosmetics & toiletries
- Demand for organic foods percolating to non-foods
- General rise in ethical consumerism
Q: How important is it to you to avoid synthetic chemicals when buying natural & organic cosmetics?

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Future outlook

Projections

- Supermarkets
- Non-specialist channels
- Concept stores
- Symbols & logos
- Market segmentation
- Competition from pseudo-naturals
Competition from pseudo-naturals
Standards and certification
Fear-based marketing
Sustainability
Sustainability book

Contributions from…

- Organic Monitor
- Whole Foods Market
- Weleda
- Aveda / Estee Lauder Companies
- Burt’s Bees
- Korres Natural Products
- Dr. Bronner’s Magic Soaps
- Givaudan
- Union for Ethical Biotrade
- United Nations (UNCTAD)
- Sustainable Packaging Solutions
- Cosmetics Europe
- SGS
- Reggs
- Beraca
- L’Oreal
- Yes To Inc.
- Green Marketing Inc.
- Brown & Willmanns Environmental
- Michigan State University
- University of Colorado
- GfK North America
Thank You

More information
> Market research & consulting
> Sustainable Cosmetics Summit
> Visit us at www.organicmonitor.com