

Media Information

Natural & Organic Cosmetics Market 2018

NATURKOSMETIK CONSULTING ■
NATURKOSMETIK JAHRESREPORT ■
NATURKOSMETIK BRANCHENMONITOR ■

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Annual Natural & Organic Cosmetics Report 2018 Germany **Natural & Organic Cosmetics reach more than a million new customers**

Growth driver natural & organic cosmetics: In the saturated German cosmetics market, natural & organic cosmetics was the cosmetic category in 2018 that showed the most growth – the migration of customers towards natural products is continuing. Meanwhile the focus has shifted from natural ingredients, instead ethical and social-ecological criteria are taking center stage.

In 2018 alone, more than 1 m. additional customers purchased natural & organic cosmetics, with 40 % purchasing this category for the first time. Foremost younger shoppers are looking for new, trustworthy products, they are questioning raw materials and the claims of the cosmetics industry and prefer smaller brands that reflect their own ethic principles. Small brands are able to react faster and are more flexible in meeting the demands of current times: trend products that pick up on social topics such as climate protection or mindfulness for the own body as well as nature, are on the winning side. Examples are zero-waste products or products deemed as future friendly.

The German market in 2018 showed growth due in particular to retail brands and new, young brands. The German market for natural & organic cosmetics is growing at a high level by 5,9 %, while the entire cosmetics market is mostly stagnating. The volume of the natural & organic cosmetics market is 1,26 billion €. The increasing offer in e-commerce is contributing to this development. While the main shopping channel is still the drug store, many customers access new products online.

Natural & organic cosmetics have moved into the focus of the general cosmetics market. The trend is continuing worldwide and is keeping the cosmetics market on its toes, resulting in attention-grabbing marketing measures from nature-inspired cosmetic brands and a new generation of greenwashing products. In the absence of a standardized definition of natural & organic cosmetics, a clear distinction between nature-inspired and natural & organic cosmetics is becoming increasingly difficult, with boundaries blurring more and more. This makes it so much more important – based on substantiated analyses – to examine the market.

The annual Natural & Organic Cosmetics Report 2018 can contribute to this, as it offers a fast and competent analysis of the mature German market as well as a comprehensive overview of the international market.

The market report is published by Elfriede Dambacher, owner naturkosmetik konzepte, who specializes in the natural & organic cosmetics market. She continually examines the market development and, in cooperation with the market research companies GfK, Information Resources (IRI), IQVIA (formerly imsHealth) and BioVista, compiles the current Natural & Organic Cosmetics Trade Monitor and the annual Natural & Organic Cosmetics Report.

The latest annual **Natural & Organic Cosmetics Report 2018** will be published in April 2019. Those looking for a quick 360°-view of the previous cosmetics year will find a comprehensive analysis of the German market in the PDF-report, as well as trends, forecasts and international trade news. An exclusive report from the German Institut für Trend- und Zukunftsforschung offers insights on how the mega-trends will influence the cosmetics market.

Those wanting to follow the cosmetics and natural & organic cosmetics market throughout the year will receive current facts and data once per quarter with the **Natural & Organic Cosmetics Trade Monitor**, broken down to the categories entire market, nature-inspired cosmetics and natural & organic cosmetics. The Natural & Organic Cosmetics Trade Monitor, aside from a current analysis of the German market for all distribution channels, also offers international trends and trade news.

Additional information about the market research by naturkosmetik konzepte and reading samples at: www.naturkosmetik-konzepte.de

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