

Juli 2016

“The beauty market is becoming greener”, Elfriede Dambacher

The Natural & Organic Cosmetics Conference is taking place in Berlin this week (September 27-28, 2016) in the context of a strong growth of the German natural and organic personal care market. Premium Beauty News sat down with natural and organic cosmetics expert Elfriede Dambacher, CEO of Naturkosmetik Verlag and organizer of the event, to better understand the current trends and evolutions of the market.

Premium Beauty News - How is the natural and organic beauty market evolving in Germany?

Elfriede Dambacher - Generally speaking **the entire beauty market is becoming greener**. There are many gradations of green cosmetics. In Germany we have divided the beauty market into **three segments**: conventional cosmetics, nature-inspired cosmetics, and natural & organic cosmetics.

Based on these segments we are able to depict the main market trends.

Germany is the largest cosmetics market in Europe and also the largest market for natural & organic cosmetics in Europe. The market is showing a high level of growth. The year 2015 showed **a turnover growth of 10 %**. Natural & organic cosmetics have a market share of more than 8 %, whilst most European countries have a market share of 4- 5 %.

The development of natural & organic cosmetics benefited from the German heritage of many organic brands. In German speaking countries this trend began earlier than in other European countries. And retail provided a good availability early on. Customer reach was expanded primarily by German drugstores. Along with nature-inspired cosmetics, green cosmetics account for **more than 15% of the German beauty market today**.

Premium Beauty News - Younger consumers seem particularly receptive to the message conveyed by these products. What are the main consequences?

Elfriede Dambacher - Younger consumers make high demands on organic brands. Next to efficiency and performance, design and authenticity are key factors of success with the youngest consumer segment. Young consumers are looking for their own brands and they shop differently. **Stationary retail in Germany is not meeting those challenges**

appropriately. For consumers it is often easier to find attractive novelties online, which benefits international niche brands. They are making the market more attractive.

Premium Beauty News - Digitalization is transforming the mainstream beauty market. What about natural and organic brands?

Elfriede Dambacher - The market for natural & organic cosmetics is no exception. On the contrary, online retail improves the availability even for the smallest villages. And the young people interested in natural & organic cosmetics are web savvy and well informed. Online they can find reliable recommendations in no time. Of course this affects the entire market.

Premium Beauty News - So far, no leading natural brand has emerged globally. How do you explain this lack of internationalisation?

Elfriede Dambacher - The natural & organic cosmetics industry is shaped by small and medium-sized businesses. Initially, the main focus was on the use of natural resources for the R&D of the products. Processes and communication were neglected. But as the demand for green cosmetics is increasing, **organic brands need a distinct profile and sufficient capital to succeed globally** in the core markets for natural & organic cosmetics.

Premium Beauty News - What will be the main topics to be discussed at the next edition of the Natural Cosmetics Conference?

Elfriede Dambacher - We will discuss current topics that are relevant for the market. Two relevant aspects playing a role in the development of the market: There is a lack of strong brands and stationary retail is not picking up on the potential the market is offering. Also brands with a distinct positioning are gaining ground in the nature-inspired market and in the segment of non-certified natural and organic cosmetics. How these challenges can be met will be the focus of a multi-faceted program and leading international experts, trend researchers, lateral thinkers, scientists and retail companies.

The [International Natural & Organic Cosmetics Conference](#) is considered the top event in fall and a must for all interested in the changes evolving in the beauty market. The 2016 edition of the Conference will take place in Berlin September 27-28. And next year the Conference will be held on September 26-27, 2017.

Natural & Organic Cosmetics Conference

27-28 septembre 2016
Hotel Ellington Berlin
Allemagne

www.naturkosmetik-branchenkongress.de

Interview by Vincent Gallon

© 2016 - Premium Beauty News - www.premiumbeautynews.com