

The new natural consumer

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Agenda



The Natural: Context



Back to our roots



Green is clean

The Natural: Context

Retailers and brands are investing heavily in natural beauty and personal care

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A vertical collage of natural elements. The left side features a green background with a large green leaf, a yellow flower, a cucumber slice, and a sunflower. The right side features a white background with a yellow flower, a cucumber slice, and a sunflower. A black curved line separates the two sides.

Playing mother nature

The concept of natural beauty is expanding to include local ingredients, clean production, sustainability and biotechnology.

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Big picture trends governing green beauty



Waste not, want not. Our throwaway culture is becoming a contentious issue and consumers are looking for ways to conserve the planet's resources.



People are focusing on **labels, ingredients and production methods**, embracing once-niche ways of living and eating.



The **local movement** is about more than just food – it's a seismic shift in why, where and how we consume.



Consumers don't need to spend time or money **being ethical** when the moral brand can do it on their behalf.

Consumers believe natural is best



50% of UK consumers who have purchased beauty products in the last 12 months looked for products **made with natural ingredients**



64% of German NOPCs buyers do so to **avoid unnecessary chemicals**



80% of NOPCs users in France would like to **see more natural/organic products from big brands** (eg L'Oréal)



65% of Spanish NOPCs consumers think that natural and organic beauty and personal care products are **better for their health**

NOPC – Natural & Organic Personal Care

Base: UK - internet users aged 16+ who have purchased beauty products in the last 12 months (1622), Germany, France, Spain - internet users aged 16+ who have bought organic/all natural beauty and personal care products in the last 6 months (936, 1947, 1215), Source: Lightspeed/Mintel

To have access to the full presentation, please contact:
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