

Nürnberg, Germany 14.–17.2.2018

# VIVANESS2018

into natural beauty



## VIVANESS: Column by Elfriede Dambacher

### The natural cosmetics market is more vibrant than ever

I have just returned from my annual visit to VIVANESS. This year, I came back with a greater feeling of being inspired than ever before. I was impressed by the vitality and creativity of the industry. The feedback was overwhelming. Established brands were there, alongside countless exciting new brands and start-ups offering creative solutions. The exhibition made it clear just how much the markets are evolving as a result of radical social change and a public willingness to make an effort to improve the climate, make the world a fairer place, and to encourage both natural agriculture and cosmetic products that are less harmful. The BIOFACH and VIVANESS trade fairs made that abundantly clear to me. To put it simply, “Green & Clean” is in.

I’ve never seen as many international visitors and as many creative solutions with market potential as I did this time. I experienced a new sense of excitement that filled the whole four days of the event. The sheer variety on offer, the meetings and the conversations with many market players completely filled my schedule, so I never even got to refuel with a delicious meal at the Italian restaurant in the pavilion in the hall next door.

The variety in Hall 7A, the VIVANESS hall, and the creative newcomers in the special display area “Breeze” all appealed to my appreciation of natural cosmetics. You might ask why I should be reacting so enthusiastically. It’s simple: the response to VIVANESS shows how important it is to have an exhibition that sets a high standard for admission, and thus provides important guidance for exhibitors and visitors alike. Another reason for such a positive reaction is the visibility of innovation and continuity at this year’s VIVANESS, which could not have been more up-to-date.

The natural cosmetics market is demand-driven. The market figures clearly show that the potential it offers is still far from being exhausted. The market is changing very fast, and one thing that came up repeatedly in conversation was that new marketing strategies, and new communications strategies in particular, are needed in order to reach potential consumers. Even if it means overcoming new challenges, I firmly believe that natural cosmetics are still an important growth factor and will continue to have a strong influence on the cosmetics market as a whole. I particularly liked the

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wide range of contributions on brand management, design and Scandinavian natural cosmetics at the VIVANESS congress. On each day of the exhibition it was clear that VIVANESS is helping to create a dialogue that will lead to new alliances. This was impressively demonstrated in a panel discussion with representatives of the next generation on the subject of “Where’s the market headed from here?” Growth and progress are two aspects that will continue to characterise the natural cosmetics market. In any case, I came home convinced that natural cosmetics would continue to gain market share. The brand presence at this year’s VIVANESS and the commitment shown by the young people let me look to the future with confidence.

Elfriede Dambacher is the owner of consulting firm naturkosmetik konzepte, and is an international industry expert, programme chair of the Natural Cosmetics Industry Congress and publisher of numerous market studies.

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