

Nürnberg, Germany 12.– 15.2.2020

VIVANESS2020

into natural beauty



VIVANESS: Elfriede Dambacher column

The conundrum of market growth

Each year, the latest data and facts relating to the natural and organic cosmetics market are presented at VIVANESS. The nice thing is that for over ten years, we've been able to predict market developments in Germany fairly accurately. The basis has been a unique market research tool that was created in 2007 through a collaboration between market research companies like GfK, IRi and others, and naturkosmetik konzepte. It serves as an excellent foundation for a market as young as natural and organic cosmetics. Today we can put forward reliable data material and proudly state that volume has doubled over the past ten years and the market has grown steadily on a high level. Sales increased nine percent in 2019 alone, and 3.2 million consumers have been gained over the past three years. The fact is that consumption is becoming more political. More and more consumers are letting their wallet decide which sustainable products they place in their shopping cart.

But the boundaries of the natural and organic cosmetics market are blurred. The degree of naturalness is often impossible to trace. On the international market in particular, approaches differ greatly as to what belongs to the natural and organic cosmetics market. The inevitable result is that many different systems of indicators are floating around that lead to very different estimates of the market size. In the absence of a standard definition, this is understandable. On the whole, the international market doesn't distinguish between natural and organic cosmetics and nature-inspired cosmetics as we do in Germany. When evaluating the various studies, however, I've run across one aspect about which everyone agrees: Natural beauty products are on the rise. Whether by 5 or 10 percent per year depends on the basic assumptions of the particular institution. We have to bear that in mind. But the more interesting the natural and organic cosmetics market becomes, the more market research is conducted. I'm assuming that this is the reason why new approaches and new studies of the international market and consumer research are being carried out that will add to the data material in the future. Although many vendors value their gut instinct, today's market is such that without serious data and facts, we can quickly miss the mark.

Veranstalter

Organizer

NürnbergMesse GmbH
Messezentrum
90471 Nürnberg
Germany
T +49 9 11 86 06-0
F +49 9 11 86 06-82 28
info@vivaness.de
www.vivaness.de
www.vivaness.com

Vorsitzender des Aufsichtsrates

Chairman of the Supervisory Board

Albert Füracker, MdL
Bayerischer Staatsminister der
Finanzen und für Heimat
Bavarian State Minister of Finance
and Regional Identity

Geschäftsführer

CEOs

Dr. Roland Fleck, Peter Ottmann

Registergericht

Registration Number

HRB 761 Nürnberg

Ideelle Träger

Supporting organizations

COSMOS



NATRUE



Nürnberg, Germany 12.– 15.2.2020

VIVANESS 2020

into natural beauty

Elfriede Dambacher, owner of the consultancy firm naturkosmetik konzepte, is an international expert in the sector and a publisher of various market studies.
www.naturkosmetik-konzepte.de

