

## Media Information Natural and Organic Cosmetics Market 2019

NATURKOSMETIK CONSULTING ■  
NATURKOSMETIK JAHRESREPORT ■  
NATURKOSMETIK BRANCHENMONITOR ■

Huckarder Straße 10 - 12  
44147 Dortmund  
FON +49 (0) 231 / 98 22 99 58  
FAX +49 (0) 231 / 98 22 99 59

e.dambacher@naturkosmetik-konzepte.de  
www.naturkosmetik-konzepte.de

Dortmund, February 2020

### Strong sales increase – continuing demand

With 9 percent increase in sales in Germany, natural and organic cosmetics continue to set the tone: the mega trends sustainability and health are distinctly impacting the cosmetics market, natural and organic cosmetics and nature-inspired cosmetics are continuing to gain momentum.

Both submarkets of the cosmetics market – natural and organic cosmetics and nature-inspired cosmetics – now have a market share of 18.5 percent in Germany. An absolute peak value in Europe, though other European countries are rapidly following suit.

Worldwide, the cosmetics market has been under pressure for years. The increasingly well-informed consumers are more and more questioning what brands and companies are representing. While in the last few years gentle ingredients and waste prevention were the core topics, today it's all about transparency. Foremost younger consumers are looking for brands that live up to their values. This flushes new brands to the surface that both flexibly and creatively meet the demands of an increasingly fragmented market.

A growing number of consumers and a higher frequency contributed to the strong results. The market volume for natural and organic cosmetics in Germany amounts to 1.38 bn €. 800.000 new customers last year<sup>1</sup> clearly show that the potential is by far not exhausted.

The continuing demand and a broad listing in retail evoke new challenges. Retail formats are fighting for market shares and face an increasingly differentiated product offering. This necessitates more transparency about the different assortments of sustainable beauty products on the side of retail and the industry to provide the different consumer groups with adequate information and adequate presentations.

---

<sup>1</sup> GfK Consumer Panel SE

One of the key challenges is also to provide consumers with a distinct orientation. A uniform, comprising and distinct terminology of what can be considered natural and organic cosmetics is not yet available. This opens the door for various approaches. The market is developing simplified terms such as clean cosmetics or vegan cosmetics without meeting the high standard of natural and organic cosmetics.

Natural and organic cosmetics are once more providing evidence for being more than a trend topic. Consumers of natural and organic cosmetics cannot be categorized in individual socio-demographic target groups, but rather represent a green and sustainable lifestyle. This covers all levels of society and impacts the purchasing behavior, not only for cosmetics and skin care.

A unique market research approach:

Since 2007, the development of the German cosmetics market can be analyzed by differentiating between natural and organic cosmetics, nature-inspired cosmetics and conventional/traditional cosmetics, thanks to the cooperation of naturkosmetik konzepte with leading market research companies.

Now the previous publisher Elfriede Dambacher will pass on this unique market research tool to Mirja Eckert of THE NEW. As a trend and sustainability expert, she will expand the current market research approach with trend topics and future-oriented topics. This will ensure that this valuable market research tool will continue to be an important source of information for industry and retail. THE NEW will be the new publisher of market research reports for the natural and organic cosmetics market.



Further information about the market reports by naturkosmetik konzepte and the interview „Neue Impulse für die Naturkosmetikbranche“ in German with Elfriede Dambacher and Mirja Eckert can be found at: [www.thenew.online](http://www.thenew.online)

Contact:

VIVANESS 2020: booth of THE NEW hall 3C, booth number: 351

[welcome@thenew.online](mailto:welcome@thenew.online)

[ed@naturkosmetik-konzepte.de](mailto:ed@naturkosmetik-konzepte.de)