

Nürnberg, Germany 14.-17.2.2023

VIVANESS2023

into natural beauty



VIVANESS: Elfriede Dambacher column

What drives us?

The past year is leaving its mark on society in a variety of ways. Changes are triggered by crises. However, the ongoing crisis constellation of climate change and the post-pandemic phase could also be the lever driving the shift towards more sustainability and conscious consumption. That is my hope for 2023 and beyond. This development has also been confirmed by the initial findings of recent surveys on consumer trends for the next few years. The change is being driven worldwide by a growing number of people who are shopping more consciously and reflecting on where and how they spend their money. And of course, this development is now also being fuelled by high energy costs. Is this now good news for organic food and natural and organic cosmetics? I think so, even if not all market participants benefit. Nevertheless, a lot of what the natural and organic cosmetics sector has been able to perpetuate from year to year in recent times is no longer working. The changes in purchasing patterns are a microcosm for the challenges to be overcome. More than ever in the “phygital” world, consumers are determining what is being bought and how and above all, where. The mindset of consumers is paramount. Brands can inspire trust in times of dwindling stability. Successful natural and organic cosmetic brands win customers through authenticity and credibility, offering a competitive edge that needs to be built on. Natural and organic cosmetics continue to be regarded as drivers of innovation, even if sales are not climbing as they were before.

The fact that VIVANESS, International Trade Fair for Natural and Organic Personal Care, will once again take place from 14–17 February 2023 as a physical event on site and not just online is therefore a good thing. Nuremberg will again become the hot spot for the sector and an important showcase for how the natural and organic cosmetics market has evolved. There’s no better place to review your own mindset, leave new marks, and once again experience at close quarters how and in what respects the international natural and organic cosmetics market is changing.

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