

LESS PACKAGING, MORE REGIONAL CONTENT AND MORE BIODIVERSITY: WHAT MOTIVATES THE ORGANIC WORLD IN 2020

Sustainable alternatives to traditional packaging materials are among the most important trends in the industry. In addition to regional products and open pollinated varieties, "vegan" is a dominant theme on the organic market.



BIOFACH 2020 TRENDS

PACKAGING

Rather than waiting for the next new product, many customers would rather have their favourite items in environmentally friendly packaging, or not packaged at all. Organic is more than just a question of the contents. Manufacturers are clearly making an effort to improve their existing packaging and are being careful to use as little material as necessary. They are utilizing reusable containers, and are supporting reforestation projects to offset their carbon footprint. In addition to alternative materials like beeswax cloths to wrap foodstuffs,

there is a noticeable trend toward the use of smart products such as powdered dishwasher detergent or cleaning tabs in place of traditional liquid cleaning agents.

Product examples:

- sodasan Bag-in-Box "Refills, not landfills"
- Wrappy
- Biobaula Eco-Cleaning-Tabs

OPEN POLLINATED VARIETIES

Organic breeding is only viable for the future if it makes an active contribution to biodiversity.

Unlike hybrids, open pollinated plants are turning our focus back to older species. For farmers, this means greater independence from the small number of major suppliers around the world, since they can obtain the seed they need for future years from their own cultivation. This is a development that also has benefits for biodiversity: organically certified meadow orchards provide a home for up to 5,000 animal and plant

species, making them some of Central Europe's most species-diverse biotopes. Major chain store operators are becoming more politically aware or are committing to maintaining genetic variety in their seed stocks, and thus to organic cultivation with a future.

Product examples:

- Colorful Beets
- Sun carrot
- Apple Rhubarb

VEGAN 2.0

The market for vegan products continues to grow and now extends to all product groups. Barista milk alternatives, almond butter with algae, organic oat cream, coconut whipped cream and gourmet jackfruit salads are just a few examples of the constantly growing variety of vegan products. Those with a sweet tooth have a wide range of new taste options to look forward to, as vegan desserts still represent an important trend.

Product examples:

- Jackfruitsalad
- Amaizin coconut whipped cream (30% fat)
- Organic vegan cheese alternative to camembert



REGION 2.0

Products with a regional origin have their own history, which creates an emotional connection for the consumer. One example is rice from Austria, which supports local agriculture and gives consumers the ability to choose products that would otherwise have to be transported thousands of kilometres around the world. The idea of end-to-end regional supply is also on the rise, enabling customers to obtain locally sourced vegetables, fruit, bread, juice, noodles, vegetable milk and many other products. This model not only suits consumer tastes but has already been recognized with a high-profile award.

Product examples:

- Rice / Brown Rice
- Sweet Beet - organic sugar from South German sugar beets
- Krunchy



SUSTAINABLE AND NATURAL: TRENDS IN NATURAL AND ORGANIC COSMETICS FOR 2020

More and more consumers are opting for natural and organic cosmetics, and not just because they can be tolerated better. In addition to high-quality ingredients, the responsible use of raw materials, waste avoidance and innovative future-oriented ideas are increasingly important.

VIVANESS 2020 TRENDS



ZERO WASTE BATHROOM

Deliberately avoiding waste in the bathroom is a trend that extends across all product groups. New and innovative products are reducing transport weight.

Water-free solid cosmetics like hair soap, solid care bars and care products in powdered form are helping to achieve more sustainability in the bathroom. And dental care accessories like bamboo toothbrushes and sustainable sanitary products like menstrual cups are providing new paths to climate-friendly body care. You can find

these and many other products, concepts and ideas for zero waste in the bathroom at VIVANESS.

Product examples:

- Zero Waste Starter kit
- Lamazuna solid face wash
- OrganiCup Mini

DENTAL CARE

The trend in oral and dental care is toward an even greater selection of organic products such as dental floss and mouthwash in a range of flavours. At VIVANESS you can discover a wide range of toothpastes and dental powders, in addition to all kinds of innovative accessories. Toothbrushes made of recycled plastic, dental floss using sustainable raw materials, and mouthwash in powdered form are just a few examples of improved sustainability in the bathroom. Oral and dental care now constitutes one of the most dynamic product groups in the natural and organic cosmetic industry. You can look forward to start-ups with great passion for experimentation and a wide selection of dental hygiene products for the entire family.

Product examples:

- Organic tooth powder ginger and organic tooth oil turmeric
- Black Forest Line
- Qikfresh Coconut Oil Pulling

ALL ABOUT HEMP

Hemp has a polarizing effect, even if it has long been in wide use in areas such as food supplements and textiles. Now it is conquering the natural and organic cosmetics market. It has many potential uses: from creams to food supplements, the number of products using hemp oil and CBD is on the rise. Innovative skin care products, in particular, draw on the proven effectiveness of these age-old plants. The result is products with amazing performance that are every bit as good as conventional cosmetics in terms of texture, formulation and effectiveness. You will be impressed by what hemp can offer as a popular active ingredient: Discover the many new developments and improved recipes, and learn about the huge research commitment by the natural and organic cosmetic industry.

Product examples:

- Hemp Seed Oil organic
- CBD Skincare line
- Let It Rain shampoo with geranium and hempseed oil



PACKAGING

Fr Fridays for Future has long ensured that consumers think more about their consumption and want greater transparency in all aspects of packaging. This topic is still very new, but it will continue to be a part of our lives. It is a development that falls on fertile ground among manufacturers in all parts of the natural and organic cosmetics industry, since this is an area where sustainable packaging and high-quality products converge. At VIVANESS you will find the latest packaging concepts from both young and established brands. Learn first-hand about new approaches to reduce packaging, a new way of handling sustainable alternatives, and smart products for which demand is steadily growing.

Product examples:

- KILIG NATURE certified COSMOS NATURAL face, eyes and neck mousse with spirulina
- PUR EDEN soothing micellar water
- VITAL SHAMPOO & SHOWER GEL

