

Media Information

Natural & organic cosmetics: the progress continues

The market figures 2020 show significant changes that no one could have predicted during the preceding pandemic year: natural & organic cosmetics is showing strong growth and gained 1.3 million new customers in Germany. The migration of customers from conventional cosmetics to natural & organic cosmetics continues and is driving the entire market.

Stuttgart, February 2021. With a increase in turnover of 5.7 percent, the natural & organic cosmetics industry continues to make headway. This success can mostly be traced back to the changing mindset of many consumers. The megatrends sustainability and health significantly picked up speed during the last year and thereby shaped the cosmetics market worldwide. Led by ethical and social aspects, during the pandemic year a total of 1.3 million new customers in Germany opted for natural & organic cosmetics for the first time.

Changing customer demands

Today's consumers expect a distinct attitude from cosmetic brands when it comes to social, ecological and political topics. They critically scrutinize companies and their brands. "Sustainable products with a distinct statement will succeed with customers in the long run", states Mirja Eckert, Trend Researcher and Owner THE NEW. "Innocuous lip service is no longer sufficient." In addition, the significant increase of e-commerce presents market players with new challenges. Retailers have to revise former distribution concepts to successfully sell products both in analog and digital channels.

The trend „Beauty at Home“ also significantly increases growth for several product groups. According to the figures 2020, however, other cosmetic products that serve self-staging purposes outside of the home show significant sales losses. Pursuant to this changing framework, the cosmetics market in general has declined in 2020. Without putting a dent into the natural & organic cosmetics industry, however: thanks to the increasing availability in the mass market, the increase in new customers and an increase in fulfillment of demand, natural & organic cosmetics continue to progress.

Market research on the growing market of natural & organic cosmetics

The consulting company for market and trend research THE NEW bi-annually publishes market research reports in collaboration with the Gesellschaft für Konsumforschung (GfK), Information Resources (IRI), IQVIA and BioVista. Due to the unique segmentation of the entire market into the partial segments organic cosmetics, near-natural cosmetics and conventional cosmetics, the dynamics and shifts within the cosmetics market become obvious. The Annual Report 2020 is available in a PDF-version by the end of February at <https://www.thenew.online/bestellformular-2020/>.

Additional information can be found here:

www.thenew.online

About THE NEW

The agency THE NEW advises international companies with regard to their strategic future orientation.

Following a successful career in industry and retail, managing director Mirja Eckert specializes in megatrends, new lifestyles and sustainability management. Based on the classification concept for the cosmetics market established by "naturkosmetik konzepte" and the collaboration with relevant market research companies, THE NEW offers sound findings about the development of the cosmetics market in the DACH region. Aside from market analyses, the agency's service portfolio comprises future-oriented brand concepts, customized workshops as well as scientifically sound presentations about lifestyles and future trends.

Contact:

THE NEW | Mirja Eckert

Waldburgstr. 17/19

70563 Stuttgart

Germany

Phone: +49 (0) 178 6325378

E-mail: presse@thenew.online