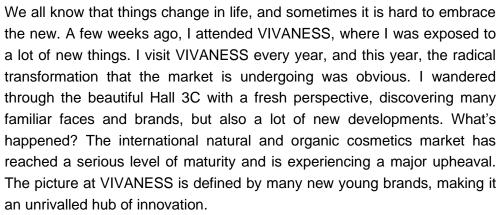
Nürnberg, Germany 14.-17.2.2023

VIVANESS2023

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VIVANESS: Elfriede Dambacher column

A disruption, not a downturn



As well as the valuable congress presentations and encounters that inspire me for the entire year, I discovered a wealth of surprising innovations. There are new young brands that are setting benchmarks. A lot has happened here. On each day of the event, you could experience just how much the market is changing, and this was discussed in depth in the interesting presentations at the VIVANESS Congress. If I were to sum up the outcome of my visit, I would simply say that the huge change is palpable, and there is no sign of the downturn that is so often cited. Even if for the first time, Europe's largest natural and organic cosmetic market could not report an increase in sales but instead announced a decline of around 3%.* This only makes the radical change even more evident. There is no certainty about how things will evolve, and it depends on how strong the brands are, given that the distinction between private labels and industry brands is increasingly blurred. Anyone embracing this change will also have a role to play in the market in future. Regardless of whether they are newcomers or established brands, those who manage to combine their values with today's communication demands and sales challenges will ultimately make their voices heard and win customers for their products, even amidst all the underlying "chatter" about the sustainability of cosmetic products.

*Source: Natural Cosmetic Sector Monitor 2022 by THE NEW https://www.thenew.online/



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