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VIVANESS 2019

into natural beauty



VIVANESS: Elfriede Dambacher column

A turning point in the cosmetics market

For me, the VIVANESS in February is the seismograph of the sector. The vitality of the market was palpable throughout the exhibition halls. More and more consumers are looking to buy natural, ethically acceptable products that they can trust. “Green & clean” is in and this is boosting supply and demand in the cosmetics market. Worldwide, the market in natural cosmetics is growing, with sales expected to be up 5 to 10 percent in the current year. Even if markets for natural cosmetics differ around the globe, the fact is that demand continues to rise.

I am thrilled by the many small brands that are invigorating the market. As the saying goes, they are the icing on the cake. Innovative approaches and trends that reflect current societal issues, for example zero waste and products that combine beauty and health/mindfulness in a new way, are providing a wealth of inspiration. But premium natural cosmetics and new functional products are also evidence of the spirit of research and development within the sector.

At the VIVANESS Congress, market research institute GfK explained that in the last year, small brands grew 14 percent faster than established brands. These small brands are becoming important not least thanks to the growing interest on the part of young consumers. In the last three years, 2.4 million consumers have tried natural cosmetics for the first time. This is a message that is being heeded throughout the entire cosmetics market. And given that sales of natural cosmetics (up 5.9% in Germany across all sales channels in 2018) are well above the development of the overall market, the new era has long since dawned.

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