

Nürnberg, Germany 26.– 29.7.2022

VIVANESS 2022

into natural beauty



VIVANESS: Elfriede Dambacher column

On your marks, get set, go!

I think everyone would like to put last year behind us... But now we need to look to the future and help shape 2022! But how do we do this when everything has been turned upside down, and changed market conditions are creating a vastly different competitive environment compared to just a few years ago? In recent times, we have been able to see just how quickly things can change. Flexibility is what is needed in many areas.

Markets and the associated frameworks are changing rapidly. The digital transformation calls for a quick rethink. And what worked for us in the past is often not enough to get customers on board now.

An increasingly more influential group of consumers who are shopping more consciously are driving forward changes that affect the entire cosmetics market. The order of the day is to be where your customers are, no matter where in the world that may be. And you need to systematically align your activities to your customers' needs.

The dynamic development in the international natural and organic cosmetics market, with all its nuances, is stronger than ever. It is therefore no surprise that natural and organic brands are highly coveted and are often changing hands for huge sums of money. In many countries the maturity level is high, the range of products increasingly sophisticated, and new brands are being added. And that is why, as in every other year, there needs to be a platform for comprehensive information and in-depth professional dialogue.

We were already in the starting blocks for VIVANESS in February, but the ongoing pandemic has taken its toll, and so for the first time we'll be wearing summer clothes when we get together in Nuremberg for the trade fair, and not our winter coats.

Even if the results for 2021 will not be out till February, when they will be presented during the VIVANESS 2022 "Sneak Preview & Insights" on 15 February, an online event in the runup to the postponed trade fair for natural and organic cosmetics now to be held in July, we can already reveal that the natural cosmetic market is again leading the field and the prospects for the future are promising. Even more reason to get on your marks, get set and go for the next event in July!

Save the date: In 2022, VIVANESS and BIOFACH will take place as a one-off summer edition from 26-29 July.

Veranstalter

Organizer

NürnbergMesse GmbH
Messezentrum
90471 Nürnberg
Germany
T +49 9 11 8606-0
F +49 9 11 8606-8228
info@vivaness.de
www.vivaness.de
www.vivaness.com

Vorsitzender des Aufsichtsrates

Chairman of the Supervisory Board

Marcus König
Oberbürgermeister der Stadt Nürnberg
Lord Mayor of the City of Nuremberg

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Elfriede Dambacher, owner of the Naturkosmetik Konzepte consultancy, is an international cosmetics industry expert and author
www.naturkosmetik-konzepte.de

