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# VIVANESS 2022

into natural beauty



## VIVANESS: Elfriede Dambacher column

### Breaking the rules

I was rather amazed when I consulted the latest KPIs in the VIVANESS Sneak Preview in mid-February to see how the natural and organic cosmetic market has developed. We're accustomed to the market's constant and continued growth. But given the last two pandemic years, there was no way to judge the effects of cutbacks on the natural and organic cosmetic market.

So the analysis presented by Mirja Eckert from THE NEW was quite astonishing. Buyers are again being added in droves – 1.6 million, to be exact! These customers bought natural and organic cosmetics for the first time in 2021 and contributed to a 1.8 % growth in sales. A change in consumer culture is becoming increasingly noticeable. Many people's buying behaviour has been altered and they're making more informed choices. Instead of "nice to have," sustainability has become a "must have" for industry and trade. Natural and organic cosmetic companies also need to come to terms with the situation. The question is: If more and more cosmetics brands are promoting sustainability, how can they visibly differentiate themselves? When established natural and organic brands are joined by all sorts of successful start-ups and newcomers who stir up the market with new concepts, then nothing stays the same.

Natural and organic cosmetics as a newer subset of the cosmetics market has already broken the rules and set new benchmarks, proving that there's a way forward without petrochemicals. Now other consumer groups who combine social responsibility with enjoyment are emerging that insist on sustainability and, of course, expect products to both function well and be ethically correct.

Thus a new era has dawned. The existing natural/organic image has broadened. Those who know how to evolve from an organic brand to a cultural brand have every chance of continued success on the market.

I'm looking forward to discussing this at the summer edition of VIVANESS 2022 from July 26 to 29.

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