

## Naturkosmetikmarkt 2019

## Natural & Organic Cosmetics (NOC) Market 2019

- **Naturkosmetik: starkes Wachstum**  
strong growing sector: Natural & Organic Cosmetics
- **Nachfrage getriebener Markt**  
continuing demand
- **Neue Käufer - neue Marken**  
growing number of consumers & brands
- **Kosmetikindustrie ist unter Druck**  
worldwide, the cosmetics industry has been under pressure



## Natural & Organic Cosmetics Growthrate 2019 - Wachstumsraten 2019

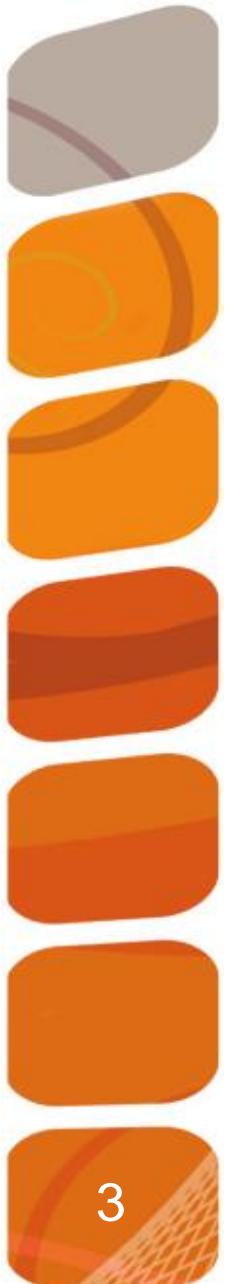


|                |                         |
|----------------|-------------------------|
| Global Market* | : next years 5-8 % p.a. |
| Europe*        |                         |
| Great Brittan  | + 10 %                  |
| France         | + 10 -12 %              |
| Italy          | + 5%                    |
| Spain          | + 20 %                  |

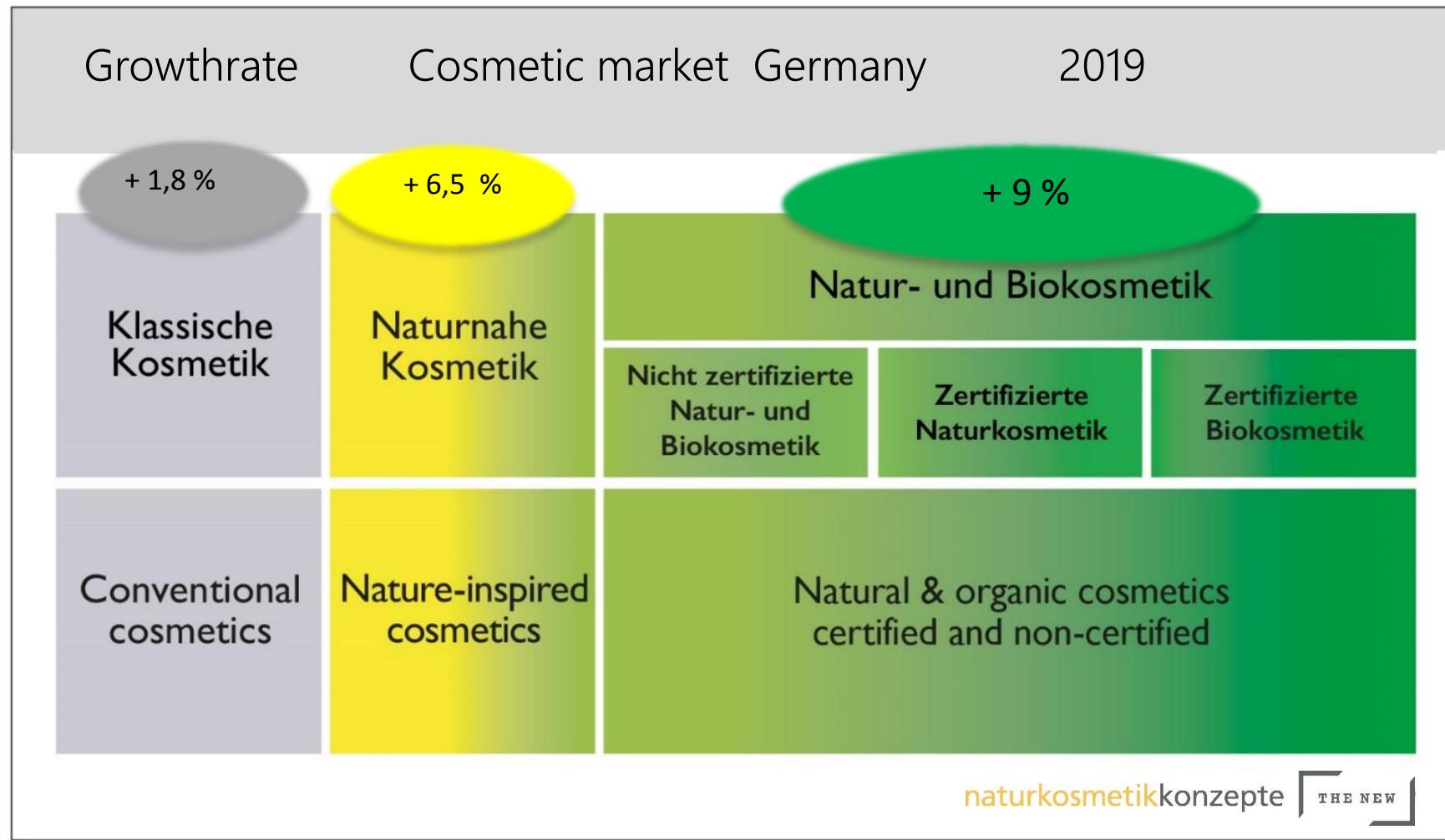


Germany 2019 \*\*  
Growthrate: 9 %  
Value: 1.38 Mrd.€





## Klassifizierung / Classification of the German Cosmetic market



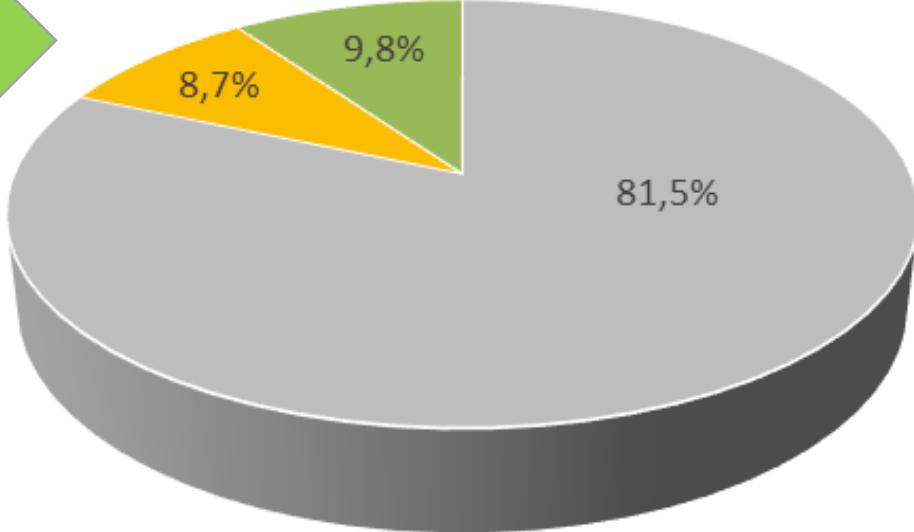
Basis: Gesamtmarkt Deutschland IKW Marktschätzung 2019 Value 14.04 Mrd. €



## Marktanteile im Kosmetikmarkt 2019 marketshare Cosmetic market Germany

Naturnahe Kosmetik + Naturkosmetik  
nature-inspired + truly natural cosmetics

18,5%



- Konventionelle/klassische Kosmetik (conventional)
- naturnahe Kosmetik (nature-inspired)
- Naturkosmetik (natural & organic cosmetics - truly natural)

## Was treibt den Markt? Drivers:

Neue Käuferinnen und Käufer  
New consumer



Höhere Frequenz  
Higher frequency



Shopping  
online offline

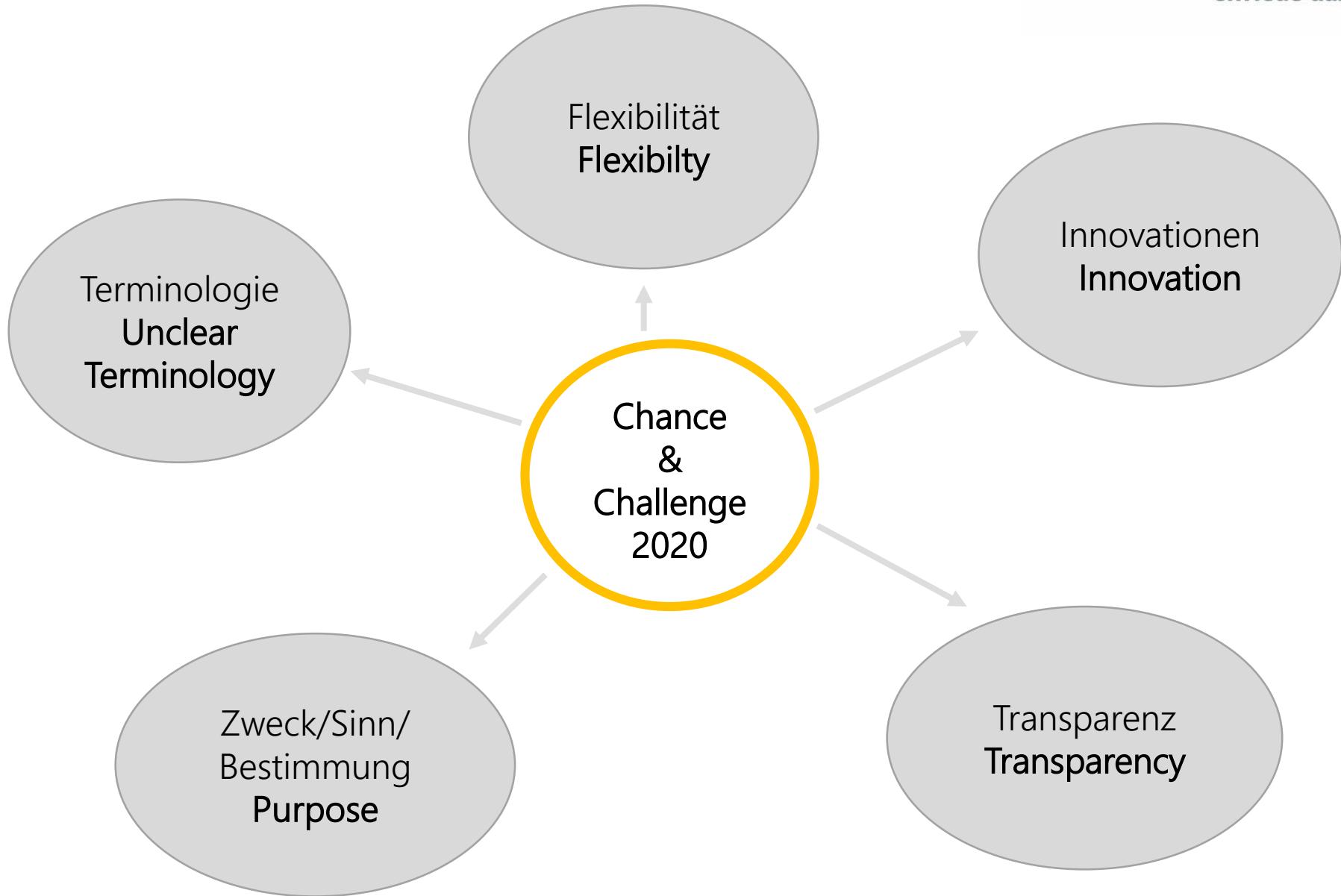
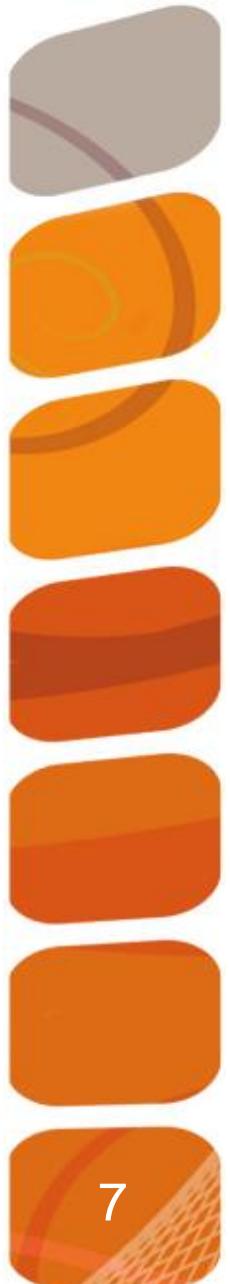


New consumer last year\*

800.000

- Ausdifferenzierung des Marktes  
differentiated product offering
- Unklare Terminologie  
Missing a distinct terminology

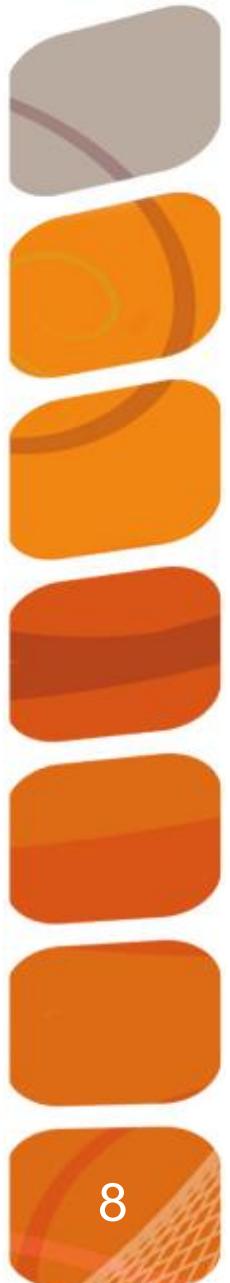




## OUTLOOK:

### Performance:

Naturkosmetik kann mithalten mit konventioneller Kosmetik  
natural & organic cosmetics on a level playing field with conventional cosmetics



### Consumer:

Mehr und mehr Käuferinnen und Käufer

Wining more and more consumers

Natural & organic cosmetics have gained the trust of consumers

### Products:

Nischenmarken stimulieren den Markt

Niche brands are stimulating the market

### Sustainability:

Nachhaltigkeit muss gelebt sein- Lippenbekenntnisse reichen nicht

Sustainability has to be part of each Company and brand identity -  
can not be just lip service

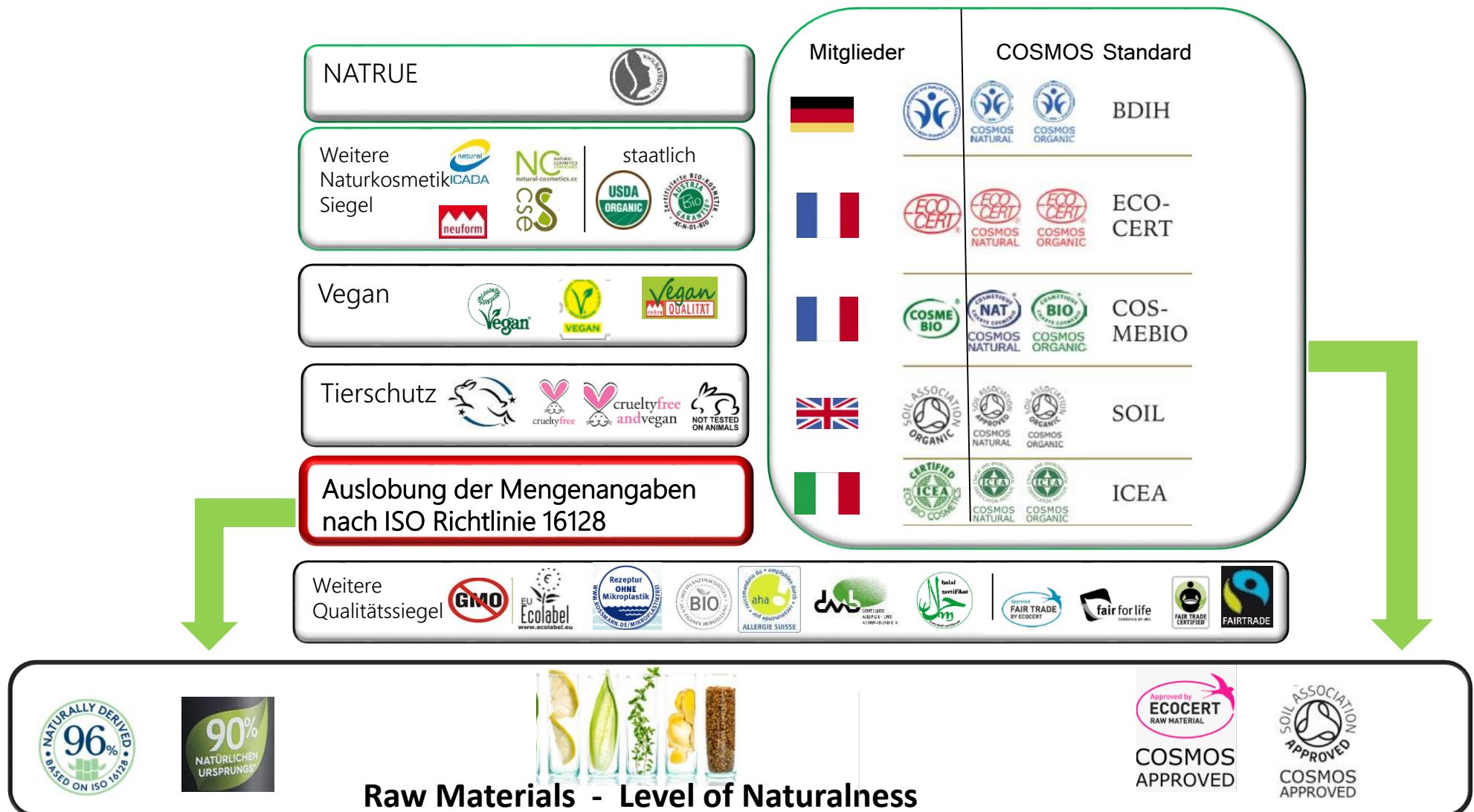
### Potential:

Potenzial ist noch lange nicht ausgeschöpft

Natural & Organic Cosmetics market is far from being saturated

## Overview

### Seals for organic cosmetics & raw materials & other quality labels



Elfriede Dambacher has been active in the NOC cosmetics market for most of her professional career. In 1984, the business economist and chemist founded the first specialty store for natural cosmetics in Berlin. She has profound managerial experience in the distribution of natural cosmetics and established several trade concepts. In 2003, she launched the consulting company naturkosmetik konzepte, working as an independent consultant. In 2006, in cooperation with leading market research companies, she developed a market research tool for the NOC industry that today is considered standard. Elfriede Dambacher publishes market research studies, e.g. the Naturkosmetik Branchenmonitor and the Naturkosmetik Jahresreport.

Now Elfriede Dambacher has transferred this unique market research tool to Mirja Eckert, owner of THE NEW. As a trend and sustainability expert, she will expand the current market research approach with trend topics and future-oriented topics. THE NEW will be the new publisher of market research reports for the natural and organic cosmetics market.

**naturkosmetik konzepte**

Elfriede Dambacher  
Huckarder Str. 10- 12  
44147 Dortmund, Deutschland  
[e.dambacher@naturkosmetik-konzepte.de](mailto:e.dambacher@naturkosmetik-konzepte.de)  
[www.naturkosmetik-konzepte.de](http://www.naturkosmetik-konzepte.de)

**THE NEW**

Waldburgstr.17-19  
70563 Stuttgart  
Tel. +49 178 6325378  
[welcome@thenew.online](mailto:welcome@thenew.online)  
[www.thenew.online](http://www.thenew.online)

