

# NATURAL EXPO FAMILY

International Trade Fairs and Conferences for Natural Products

## Green cosmetics for the conscious consumer

A conscious consumer perception, functional products and new technologies are the driving forces of the worldwide natural cosmetics market. Grand View Research is forecasting that the global natural cosmetics market will grow to a volume of **EUR 22 billion** by 2025.

Around **35%** of the world's natural cosmetics are sold in the Asian market. The market volume of natural cosmetics in Asia is currently at **EUR 6.5 billion**. Over the past years, the Asian region has become the **growth engine of the beauty industry**, is setting trends and the latest product innovations are inspiring producers and consumers all over the world. Not only the Asian consumers are becoming **more and more sensitive** about the products they use. Consumers are worried about the **side effects of chemical ingredients** and demand natural and organic cosmetics. In addition, **ethical aspects, climate change, sustainability and waste avoidance** are stimulating further growth – in Asia with double digit growth rates.

More and more international companies are investing in the **green cosmetics** market and want to become a trend setter within this changing world.

**Clearly, it is seen that beauty is developing into a green & clean direction!**



Our trade shows within the NATURAL EXPO Family present unique platforms for natural cosmetic & wellness products in the Asian markets!

Enrich the Asian natural cosmetics market with your thoughts on ethical aspects, climate change, sustainability and waste avoidance. The Asian consumers are waiting for your ideas to make the next step towards a safer and healthier planet.

**Discover our new shows in China, India and South East Asia!**

**At NATURAL EXPOS you can find a wide range of products on display:**

Beside Natural Cosmetic & Wellness you will find Natural Food & Beverages | Natural Textiles & Fibres | Natural Eco Cleaning & Household | Natural Pet Products



## NATURAL EXPO CHINA

### Natural Cosmetics in China

China is the world's second largest market for cosmetic products in general and continues to grow rapidly. It is estimated that the market volume will increase up until EUR 163.5 billion by 2021. Skin care products and decorative cosmetics account for the largest part of the total market volume. Ingredients related to nature have very good chances on the Chinese market, because Chinese consumers believe in the Traditional Chinese Medicine and trust the effect of natural ingredients. The Chinese natural cosmetics sector is the biggest natural cosmetics market within Asia.

## NATURAL EXPO INDIA

### Natural Cosmetics in India

Consumers are increasingly demanding natural and ayurvedic products. The natural cosmetics segment accounts for 41 % of the total EUR 5.9 billion personal care market. In addition to consumers, there is also a significant demand from the spa and tourism sectors for natural and ayurvedic products. The body care sector is mostly defined by three terms – Ayurveda, Wellness and Organic. To promote India's wellness industry, the Indian government is launching a series of programs. A dedicated Department of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy was set up to give impetus to ancient healthcare systems.



## NATURAL EXPO SOUTH EAST ASIA

### Natural Cosmetics in South East Asia

Natural cosmetics are becoming more and more popular in the Southeast Asian countries. Thanks to an increasing awareness of health and wellness, there is an increasing demand for natural and herbal personal care and beauty products. Anti-aging and skin-whitening products are among the most popular product groups – as well as among men and women. According to Grand View Research, the largest market for natural cosmetics is Indonesia, followed by Singapore, Malaysia, the Philippines, Thailand and Vietnam.

Source: Ecovia London, naturkosmetikkonzepte, Nielsen study, Grand View research



**We will be glad to send you further information.**

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