Natural and Organic Toiletries - UK - December 2014

Report Price: £1750.00 | $2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"Price and convenience are driving factors in this category and even amongst those who buy natural/organic toiletries there is a preference for shopping at supermarkets. With the rise in functional claims, the category is likely to attract younger people as well as men, who are more likely to buy natural/organic toiletries for functionality."
– Roshida Khanom, Senior Personal Care Analyst

This report looks at the following areas:

- Overcoming the price barrier
- Confusing certification
- Focusing on benefits vs free-from

With a lack of industry definition on the classification of 'natural' or 'organic' much has been left for consumers to interpret. Additionally, the lack of classification has resulted in a range of certifications, adding to consumer scepticism of certification. Consumers have therefore associated free-from claims with natural/organic products, which is the area in which the category has traditionally played in.

Recent launches in the period January-October 2014 show a shift away from free-from claims and more towards functional/appearance claims. This offers opportunities for brands to be more competitive against regular beauty and personal care products, as well as to present functional benefits to the consumer which are more likely to resonate with a wider range of people.

Within this report we investigate the purchase of regular beauty and personal care products as well as the preference for natural/organic toiletries and reasons for preferring natural/organic toiletries. The report also investigates where people are buying natural/organic toiletries from as well as factors which indicate that a product is natural/organic.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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