

Natural and Organic Personal Care Consumer - US - December 2016

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"The natural and organic personal care market has grown within natural supermarket channels. To increase sales and household penetration, players should work to reduce skepticism evoked by fragmented and confusing claims, and emphasize purchase motivators, ie safety and quality. A focus on simplicity and familiarity continues to resonate more than certifications or less familiar claims."
- Jana Vyleta, Health and Personal Care Analyst

This report looks at the following areas:

- Further regulation could have mixed results for NOPC use
- Cost and skepticism are barriers to use
- Position NOPC as part of a healthier lifestyle

For the purposes of this Report, Mintel has used the following definitions of products which have natural ingredients, organic content, or are non-GMO:

- Haircare (includes shampoo, conditioner, hairstyling products, hair color)
- Skincare (includes skincare products for the face and body such as soap, shower gel, body lotion, facial skincare, sun protection, deodorant)
- Oral care (toothpaste and mouthwash)
- Color cosmetics (including facial, lip, and eye)
- Shaving creams/gel

The following categories are excluded from the scope of this Report:

- Fragrance
- Nail products
- Children's and baby personal care products

Color cosmetics and shaving creams were not included in 2015's Natural and Organic Personal Care Report, but are included in this 2016 Report.

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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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