

## Natural and Organic Personal Care Consumer - US - December 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Natural brands continue to experience growth, albeit in a new direction. Clean beauty is the new green, with consumers looking for beauty products free from specific synthetic ingredients rather than synthetic-free."

**Alison Gaither, Beauty & Personal Care Analyst**

This report looks at the following areas:

- Majority of consumers buy mainstream BPC
- The natural industry lacks regulation
- Clean is the new natural – but what does it mean?

To expand consumer penetration of these products and advance sales growth, brands are going beyond formulations and making efforts to boost sustainability initiatives and reduce waste.

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