

# The Green BPC Consumer - UK - February 2020

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## This report looks at the following areas:

More education is needed, and proof that products are more sustainable than others on the market may be needed to give eco-claims more credibility. In addition, consumers are looking beyond packaging, which will see brands under pressure to consider their eco-ethical practices down to the ingredient and supply chain level.

- Recycle, reuse, reduce
- Education remains an opportunity
- Finding a USP beyond sustainability



“Demand for green BPC is strong, and brands are responding with increased NPD, but there is still room for growth, as consumers still show a preference for regular beauty and grooming products.”

– Samantha Dover, Senior Beauty and Personal Care Analyst

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## Table of Contents

### OVERVIEW

- What you need to know
- Products covered in this Report

### EXECUTIVE SUMMARY

- **The market**
- **Population growth is exacerbating eco-concerns**  
Figure 1: UK population projections, by age, 2018-28
- **Companies and brands**
- **NPD is rising to satisfy demand**  
Figure 2: New products launches with ethical and environmental claims in the UK beauty and personal care category, 2015-2019
- **The consumer**
- **Considered packaging is a must**  
Figure 3: Important factors for an eco-friendly BPC brand or product, November 2019
- **Half of UK consumers are buying green**  
Figure 4: Purchase of eco-friendly and regular BPC products, November 2019
- **Increased choice is boosting volume sales**  
Figure 5: Change in eco-friendly BPC purchasing, November 2019
- **Education could boost engagement**  
Figure 6: Barriers to purchasing eco-friendly BPC products, November 2019
- **Slow beauty could subdue BPC demand**  
Figure 7: Eco-friendly BPC behaviours, November 2019
- **Green consumers prefer to shop in-store**  
Figure 8: Channels used to purchase eco-friendly BPC products, November 2019
- **Health and beauty specialists are leading the charge**  
Figure 9: Retailers used to purchase eco-friendly BPC products, November 2019
- **What we think**

### ISSUES AND INSIGHTS

- **Recycle, reuse, reduce**
- **The facts**
- **The implications**
- **Education remains an opportunity**
- **The facts**

### What's included

Executive Summary

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- The implications
- Finding a USP beyond sustainability
- The facts
- The implications

## THE MARKET – WHAT YOU NEED TO KNOW

- **Environmental Bill could intensify green pressure**
- **Population growth will exacerbate waste and pollution concerns**
- **Consumers are worried about plastic pollution**
- **Digitally connected consumers are more informed**

## MARKET DRIVERS

- **A growing population will increase waste**  
Figure 10: UK population projections, by age, 2018–28
- **Recycling rates stagnate**  
Figure 11: Waste from UK households, by country, 2013–17
- **CO2 gas emissions are falling**  
Figure 12: Total CO2 emissions, 2008–18
- **Plastic is not so fantastic**  
Figure 13: Top environmental concerns, April 2018
- **Eco messages are spreading rapidly on social media**  
Figure 14: Motivations to use social and media networks, March 2019
- **A harsh spotlight on the BPC industry**  
Figure 15: Consideration of company or brand's ethics when making a purchase, by retail sector, January 2019
- **Other factors are more important than the environment . . .**  
Figure 16: Important factors for a beauty/grooming routine, January 2019
- **. . . but consumers are willing to make changes**  
Figure 17: Interest in changing bathroom routine to reduce environmental impact, December 2018

## COMPANIES AND BRANDS – WHAT YOU NEED TO KNOW

- **Green NPD has consistently grown**
- **Ethical claims lead over environmental claims**
- **SBS and deodorant brands are innovating**
- **BYBI is positioning itself as a green BPC educator**
- **Circla is targeting eco-conscious holidayers**
- **Tandem wants consumers to reduce their repertoire**
- **UpCircle is tackling sustainability with food waste**

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## LAUNCH ACTIVITY AND INNOVATION

- **A sustained growth in NPD**

Figure 18: New products launches with ethical and environmental claims\* in the UK beauty and personal care category, 2015-2019

- **Plastic alternatives come to the forefront**

Figure 19: Examples of BPC product launches with environmentally friendly packaging claims, 2019

- **Solid formats reduce the need for plastic**

Figure 20: Examples of solid BPC product launches, 2019

- **Animal cruelty is a priority**

Figure 21: Proportion of beauty and personal care NPD carrying ethical and environmental claims\*, by claim, January 2015-October 2019

- **Utilising food waste**

Figure 22: Examples of BPC product launches with environmentally friendly ingredient claims, 2019

- **Long-lasting formulas reduce waste**

Figure 23: Examples of BPC product launches with waste-reducing formulas, 2019

- **Innovation confirms the category is fragmented**

Figure 24: Proportion of beauty and personal care NPD carrying ethical and environmental claims\*, by top 10 ultimate companies and others, 2019

- **Fragrances are lagging behind**

Figure 25: New products launches with ethical and environmental claims\* in the UK beauty and personal care category, by sub-category, 2015 - 2019

- **Refills help colour cosmetics strengthen their eco credentials**

Figure 26: Examples of colour cosmetic product launches with refillable packaging, 2019

- **Waterless might be the next eco trend in makeup**

Figure 27: Examples of BPC product launches with waterless formulas, 2018-19

- **Sheet masks get a biodegradable update**

Figure 28: Examples of sheet mask product launches with biodegradable claims, 2019

## START-UPS AND DISRUPTORS CASE STUDY – BYBI

- **Company Overview**
- **Website**
- **What is it?**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 29: BYBI product example, 2019

- **Founded**
- **Company mission statement**
- **Founder's story**
- **Financial metrics**
- **Revenue**
- **Sources of funding and support**
- **Mintel analyst view**
- **Mintel Trends**
- **Why it could succeed**
- **Why it could fail**
- **Product information**

Figure 30: BYBI product examples, 2019

Figure 31: BYBI product information, 2017-2019

- **Stockists**
- **Media profile**
- **Social media metrics**

Figure 32: BYBI social media metrics as of January 2019

#### START-UPS AND DISRUPTORS CASE STUDY – CIRCLA

- **Company overview**
- **Website**
- **What is it?**
- **Founded**
- **Company mission statement**
- **Founder's story**
- **Sources of funding and support**
- **Mintel analyst view**
- **Trends**
- **Why it could succeed**
- **Why it could fail**
- **The verdict**
- **Product information**

Figure 33: Circla homepage, 2020

- **Stockists**
- **Brand partners**
- **Media profile**
- **Social media metrics**

Figure 34: Circla product examples, 2019

#### START-UPS AND DISRUPTORS CASE STUDY – TANDEM SKINCARE

- **Company overview**

#### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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- **Website**
- **What is it?**  
Figure 36: Tandem Skincare product example, 2019
- **Founded**
- **Company mission statement**
- **Founder's story**
- **Sources of funding and support**
- **Mintel Analyst View**
- **Mintel Trends**
- **Why it could succeed**
- **Why it could fail**
- **The verdict**
- **Product information**  
Figure 37: Tandem Skincare product examples, 2019  
Figure 38: Tandem Skincare product information, 2019
- **Stockists**
- **Media profile**
- **Social media metrics**  
Figure 39: Tandem Skincare social media metrics as of January 2019

#### START-UPS AND DISRUPTORS CASE STUDY – UPCIRCLE

- **Company overview**
- **Website**
- **What is it?**  
Figure 40: UpCircle product example, 2019
- **Founded**
- **Company mission statement:**
- **Founder's story**
- **Sources of funding and support**
- **Mintel Analyst View**
- **Mintel Trends**
- **Why it could succeed**
- **Why it could fail**
- **The verdict**
- **Product information**  
Figure 41: UpCircle product examples, 2019  
Figure 42: UpCircle product information, 2019
- **Stockists**
- **Media profile**
- **Social media metrics**  
Figure 43: UpCircle social media metrics as of January 2019

#### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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## THE CONSUMER – WHAT YOU NEED TO KNOW

- **Eco brands must have considered packaging**
- **Skincare buyers are going green**
- **Young consumers are leading change**
- **Price sensitivity is holding back green BPC**
- **Consumers are taking a holistic approach to sustainability**
- **Health and beauty retailers are dominant**

## IMPORTANT FACTORS FOR GREEN BRANDS

- **Packaging is paramount . . .**  
Figure 44: Important factors for an eco-friendly BPC brand or product, November 2019
- **The problem with gifting**
- **Men are apathetic**  
Figure 45: Important factors for an eco-friendly BPC brand or product, by gender, November 2019
- **Older consumers want transparency**  
Figure 46: Important factors for an eco-friendly BPC brand or product, by age, November 2019

## DEFINING GREEN PACKAGING AND INGREDIENTS

- **Consumers want to do their bit by recycling**  
Figure 47: Eco-friendly BPC packaging considerations, November 2019
- **Retailers are responding to the demand for refillable products**  
Figure 48: The Body Shop in-store refill station, 2019  
Figure 49: L'Occitane in-store refill station, 2020
- **Ingredients need to be sustainably sourced**  
Figure 50: Eco-friendly BPC ingredient considerations, November 2019

## TYPES OF BPC PRODUCTS PURCHASED

- **Most continue to buy regular BPC products**
- **NPD is driving green purchasing**  
Figure 51: Purchase of eco-friendly and regular BPC products, November 2019
- **Green penetration highest amongst skincare buyers**  
Figure 52: Purchase of eco-friendly products amongst product buyers, March 2019
- **Consumers buy a broader range of regular products**  
Figure 53: Repertoire of eco-friendly and regular BPC products purchased, November 2019

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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## THE GREEN BPC CONSUMER

- Women are going green**

Figure 54: Purchase of eco-friendly and regular BPC products, by gender, November 2019

Figure 55: The Net Sustain Beauty Kit, 2020

- Young consumers are active green buyers**

Figure 56: Purchase of eco-friendly and regular BPC products, by age, November 2019

- Purchase is influenced by parental status**

Figure 57: Purchase of eco-friendly and regular BPC products, by parental status, November 2019

## CHANGE IN PURCHASE OF GREEN BPC PRODUCTS

- Consumers are upping their eco game**

Figure 58: Change in eco-friendly BPC purchasing, November 2019

- Young women are driving the change**

Figure 59: Change in eco-friendly BPC purchasing, by age and gender, November 2019

- Signs that affordability is an issue**

Figure 60: Change in eco-friendly BPC purchasing, by household income, November 2019

## BARRIERS TO PURCHASING GREEN BPC

- Expense is a deterrent**

- Brands could differentiate with more quantifiable evidence**

Figure 61: Barriers to purchasing eco-friendly BPC products, November 2019

- Practicality remains important**

- Older consumers are confused**

Figure 62: Barriers to purchasing eco-friendly BPC products, by age, November 2019

- Women want green BPC to be more widely available**

Figure 63: Barriers to purchasing eco-friendly BPC products, by gender, November 2019

## GREEN BEAUTY AND GROOMING BEHAVIOURS

- BPC recycling gains momentum**

- Single-use products fall out of favour**

Figure 64: Eco-friendly BPC behaviours, November 2019

- Women are embracing slow beauty**

Figure 65: Eco-friendly BPC behaviours, by gender, November 2019

- Young consumers are taking a holistic approach**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 66: Eco-friendly BPC behaviours, by age, November 2019

- **Parents are willing to pay more for green BPC**

Figure 67: Eco-friendly BPC behaviours, by parental status, November 2019

## GREEN BPC PURCHASE CHANNELS

- **Most rely on stores to buy green BPC**

- **Retailers can use stores to educate consumers**

Figure 68: Channels used to purchase eco-friendly BPC products, November 2019

- **Young consumers are using online to find more green BPC brands**

Figure 69: Channels used to purchase eco-friendly BPC products, by age, November 2019

- **Health and beauty specialists are leading the way**

Figure 70: Retailers used to purchase eco-friendly BPC products, November 2019

- **Department stores are using green BPC to differentiate**

- **Convenience influences where men shop**

Figure 71: Retailers used to purchase eco-friendly BPC products, by gender, November 2019

- **Young consumers are looking for value**

Figure 72: Retailers used to purchase eco-friendly BPC products, by age, November 2019

## APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Consumer research methodology**

## What's included

Executive Summary

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