

Natural and Organic Beauty - UK - February 2010

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What is this report about?

This is the first time Mintel has examined the UK market for natural and organic beauty and personal care products. However, the subject has been touched on in Mintel's report Consumer Attitudes Towards Beauty Product Ingredients – UK, May 2009. This report expands on the section dealing with new natural beauty product launches drawing largely from Mintel's GNPD.

What have we found out?

- A lack of regulation surrounding the natural and organic claims of toiletries has led to a vast and confusing scale of 'natural' and 'organic' in the beauty aisles. People find it difficult to distinguish all-natural and organic products from those that only contain extracts.
- Three in ten women use only natural and organic products where possible. However, the consumer definition of 'natural' is as wide-ranging as the products available.
- Price is more of an influence than natural or organic ingredients when people decide which beauty and personal care products to buy. Less than 5 million adults believe that natural and organic toiletries are better quality than standard alternatives.
- There is deep-seated mistrust of natural and organic toiletries, which are seen as a marketing gimmick to inflate prices. This puts natural and organic products at odds with the bargain-hunting mentality that has thrived during the recession.
- The 'free-from' claim has encouraged the perception that chemicals are harmful. Even the adults who actively avoid certain chemicals are uncertain as to the ways in which chemicals are harmful.
- Almost half of adults believe that natural and organic toiletries are better for the environment but there is little awareness of provenance or of the freight miles that the ingredients have travelled to reach the bathroom cabinet.

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