

Natural and Organic Toiletries - UK - February 2013

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"Many consumers find the natural and organic toiletries market difficult terrain to negotiate, causing many to revert to making their product choices based on the tried and tested values of price or brand name. Manufacturers need to work at making it easier for consumers to make informed choices about what they are buying."

– Alexandra Richmond, Head of Beauty and Personal Care

In this report we answer the key questions:

- How can the natural and organic market gain consumer confidence?
- How can the natural and organics market ensure growth in a difficult economy?
- How can brands better communicate with consumers?

The natural and organic toiletries industry has suffered from the lack of standards and regulation within it. Manufacturers have taken advantage of the loose definition surrounding the term 'natural' and this has in turn led to consumer confusion about what 'natural' and 'organic' actually mean.

As consumers become savvier both in terms of health and environmental issues, their choices are changing. However, the natural and organic toiletries industry is not making it easy for consumers to change their allegiances from the mainstream toiletries market to the more niche natural and organic market. Consumer confusion, when faced with the vast array of products, claims and standards, is turning people back to mainstream brands.

Another problem is availability and familiarity, especially for the more niche natural and organic brands. Consumers are led by convenience, brand loyalty and price, and these are all areas in which natural and organic brands do not sit favourably.

With new standards put in place (the COSMOS standard) manufacturers now have an opportunity to work together to demystify the natural and organics toiletries market. If consumers can become familiar with the standards within the industry, this will go some way to relieving some of the confusion and suspicion surrounding the natural and organics toiletries market.

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