

The Green BPC Consumer - UK - February 2020

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“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**

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**

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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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