Natural and Organic Toiletries - UK - 2022

Report Price: £2195 | $2995 | €2600

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This report looks at the following areas:

- **The impact of cost-of-living crisis on the natural and organic BPC market.**
- **Retail channels used to purchase natural and organic BPC products.**
- **Innovation in natural and organic BPC.**
- **Reasons for purchasing and interest in innovation in natural and organic BPC products.**
- **Consumer understanding of natural and organic definition in BPC.**
- **How ingredient concerns will impact the natural and organic BPC market.**

Although the natural and organic BPC sector is growing, 65% of adults find it difficult to know how natural/organic a product really is, showing a lack of understanding and confusion in this sector that could deter consumers away to more familiar and trusted regular products.

Due to the cost of living crisis, price sensitivities when buying BPC are expected to heighten, with a more selective approach towards essentials-only purchasing expected. This means that NPD in budget and mass market products that does not compromise on quality is needed to provide value for a wider audience, while more premium brands will need to justify their price points accordingly.

A threat to the natural and organic BPC sector is unclear identification, both on-pack and in-store, which will subdue sales as discovery can be challenging and consumers are looking for shortcuts to aid their decision making.

As research behaviours in the purchase journey become more commonplace, consumers are looking for products that are both effective and sustainable, meaning the biggest opportunity in the natural and organic BPC sector lies in marrying science and nature to strengthen NPD. For example, brands can look to biotech to enhance eco credentials, while science-backed claims will appeal to those looking for efficacy.

"While value sales of organic health and beauty products have continued to rise, inflation and the growing importance of sustainability could threaten demand for natural/organic BPC going forward. "

– Shiyan Zering, BPC & OTC Research Analyst, July 2022

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