Natural and Organic Personal Care Consumer - US - December 2013

Report Price: £2466.89 | $3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"Consumers are expressing some skepticism and apathy toward the natural and organic personal care category. However, this represents an opportunity for brands to be more transparent, show shoppers the long-term value of going green, address consumers based on their current lifestage needs, and be creative with retailing."
– Shannon Romanowski, Beauty and Personal Care Analyst

This report looks at the following areas:

- How can the category address consumer skepticism and apathy toward NOPC products?
- How can brands improve the perceived value of NOPC products?
- How can NOPC brands better connect with shoppers?

Natural and organic personal care products are broadly appealing, though consumers are skeptical of the category due to the prevalence of natural claims, limited regulations, and a wide range of interpretations regarding execution of natural products. However, shoppers are concerned about green issues, and aspire to live a greener lifestyle. In addition, reasons for using natural and organic products vary by age—with older shoppers focusing on health concerns while young shoppers are motivated by quality and being perceived as green by others. Brands that embrace transparency while targeting different age groups with benefits most likely to resonate will stand to see the most success.

This report builds on the analysis presented in Mintel's *Natural and Organic Personal Care Products—US, March 2010* as well as the March 2009 report of the same title.

This report focuses on consumers' attitudes toward green living, as well as their usage, perception of claims, and attitudes toward natural and organic personal care products.

For the purposes of this report, the following categories are included and defined as follows:

- Haircare (includes shampoo, conditioner, hairstyling products, and hair color)
- Skincare (includes skincare products for the face and body such as soap and shower gel, body lotion, facial skincare, sun protection, and deodorant)
- Fragrance (men's and women's)
- Color cosmetics (including facial, lip, and eye)—asked among women only

The following categories are excluded from the scope of this report:

- Oral care
- Nail products
- Shaving products
- Children's and baby personal care products

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Natural and Organic Personal Care Consumer - US - December 2013

Report Price: £2466.89 | $3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Scope and Themes

What you need to know

Definition

Data sources

Sales data

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

Executive Summary

Overview

Market factors

Natural claims are prevalent in many personal care categories

Figure 1: Share of facial skincare launches making natural claims, 2008-13

Lack of industry standards could be hindering consumer confidence

Population trends

The consumer

Skincare users most likely to turn to natural product options

Figure 2: Purchasing of natural and organic personal care products, September 2013

Mass retailers most visited for natural and organic personal care products

Figure 3: Top five retailers where natural products are purchased, September 2013

Organic claims perceived as most natural

Figure 4: Top five claims ranked as natural, September 2013

Older shoppers more likely to express health concerns as reasons for using NOPC products

Figure 5: Top five reasons for purchasing natural and organic personal care products, by gender and 55+, September 2013

Consumers are skeptical about natural and organic personal care products

Figure 6: Attitudes regarding skepticism of natural and organic products, September 2013

What we think

Issues and Insights

How can the category address consumer skepticism and apathy toward NOPC products?

The issues

The implications: Increase transparency, be proactive

How can brands improve the perceived value of NOPC products?

The issues

The implications: Show consumers long-term cost and wellness benefits of going green

How can NOPC brands better connect with shoppers?

The issues

The implications: Address consumers based on lifestage needs, creative retailing

Trend Applications

Trend: Greenfluencers

Trend: Prove It

Mintel Futures: Old Gold

Market Factors

Key points

Availability of natural products could dilute value

Figure 7: Skincare launches making natural claims, 2008-13

Lack of standardized definitions could be leading to consumer backlash

Retailers and brands proactively addressing sustainability

Population trends could impact NOPC category

Figure 8: Purchases natural and organic brands, by age, September 2013

Market Trends

Brands that support a cause

Building sustainable partnerships

Technology aids in category transparency

Store brands offer natural positioning along with value

Segment Performance

Key points

Growth stalls among natural haircare brands

Figure 9: MULO sales of select natural and organic haircare brands and total MULO haircare, 2009-13

Sales continue to grow for naturally positioned skincare products

Figure 10: MULO sales of select natural and organic skincare and fragrance brands and total MULO skincare and fragrance, 2009-13

Natural color cosmetics products are outperforming total market

Figure 11: MULO sales of select natural and organic color cosmetic brands and total MULO color cosmetics, 2009-13

Social Media

Key points

Key social media metrics

Figure 12: Key performance indicators, November 2013

Market overview

Brand usage and awareness

Figure 13: Brand usage and awareness of natural and organic beauty and personal care brands, September 2013

Interaction with brands

Figure 14: Interaction with natural and organic beauty and personal care brands, September 2013

Online conversations

Figure 15: Online mentions, selected natural and organic beauty and personal care brands, May 5-Nov. 3, 2013

Report Price: £2466.89 | $3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Where are people talking about natural and organic beauty and personal care brands?

Figure 16: Mentions by page type, selected natural and organic beauty and personal care brands, May 5-Nov. 3, 2013

What are people talking about online?

Figure 17: Mentions by type of conversation, selected natural and organic beauty and personal care brands, May 5-Nov. 3, 2013

Brand analysis

Burt's Bees

Figure 18: Burt's Bees key social media indicators, November 2013

Yes To

Figure 19: Yes To key social media indicators, November 2013

Dr. Bronner's

Figure 20: Dr. Bronner's key social media indicators, November 2013

Tom's of Maine

Figure 21: Tom's of Maine key social media indicators, November 2013

Nature's Gate

Figure 22: Nature's Gate key social media indicators, November 2013

Kiss My Face

Figure 23: Kiss My Face key social media indicators, November 2013

Attitudes toward Green Living

Key points

Age impacts consumers' approach to living green

Figure 24: Green lifestyle, by gender and age, September 2013

Figure 25: Attitudes and opinions about the environment-any agree, by gender and age, May 2012-June 2013

Living green can come with a price

Figure 26: Green lifestyle, by household income, September 2013

Purchasing of Natural and Organic Haircare

Key points

Haircare users rely on traditional brands

Younger users more inclined to use natural and organic haircare

Figure 27: Purchasing of natural and organic haircare, September 2013

Figure 28: Purchases natural and organic haircare, by gender and age, September 2013

Income has little impact on use of natural and organic haircare

Figure 29: Purchases natural and organic haircare, by age and household income, September 2013

Purchasing of Natural and Organic Skincare and Fragrance

Key points

Use of natural and organic products varies by category

Figure 30: Deodorant launches making natural claims, 2008-13

Figure 31: Skincare launches making natural claims, by subcategory, 2008-13

Facial skincare users more likely to rely on natural and organic products

Figure 32: Purchasing of natural and organic skincare and fragrance, September 2013

Figure 33: Purchases natural and organic skincare and fragrance, by gender and age, September 2013

Affluent consumers willing to spend for natural sunscreen

Figure 34: Purchases natural and organic skincare and fragrance, by age and household income, September 2013

Purchasing of Natural and Organic Color Cosmetics

Key points

Facial cosmetic users most likely to purchase natural products

Figure 35: Purchasing of natural and organic color cosmetics, September 2013

Use of natural and organic make-up skews young and affluent

Figure 36: Purchases natural and organic color cosmetics, among women by age, September 2013

Figure 37: Purchases natural and organic color cosmetics, among women by age and household income, September 2013

Products Purchased Based on Brand Usage

Key points

Niche natural brands draw a loyal audience

Figure 38: Purchases natural and organic products, by NOPC brands used, September 2013

Retail Outlets Where Products are Purchased

Key points

Mass retailers continue to expand selection of natural products

Young shoppers more likely to visit natural food channels

Figure 39: Retailers where products are purchased, by gender and age, September 2013

Specialty retailers draw a more loyal NOPC product user

Figure 40: Only purchases natural and organic products, by retailers where products are purchased, part one, September 2013

Figure 41: Only purchases natural and organic products, by retailers where products are purchased, part two, September 2013

Perception of Natural and Organic Claims

Key points

Organic claims are most likely to be thought of as natural

Perception of claims differs by age

Figure 42: Perception of natural claims, September 2013

Figure 43: Ranked claims as natural, by gender and age, September 2013

Income plays minor role in how claims are perceived

Figure 44: Ranked claims as natural, by age and household income, September 2013

Reasons for Purchasing Natural and Organic Products

Key points

Older shoppers concerned about health, environment

Young shoppers think NOPC products are better quality, ethical

Figure 45: Reasons for purchasing natural and organic personal care products, by gender and age, September 2013

Attitudes toward Natural and Organic Products

Report Price: £2466.89 | $3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Key points

Shoppers are confused, skeptical

Consumers don't always feel like natural options are available

Dichotomy between attitudes and behaviors among young shoppers

Figure 46: Attitudes toward natural and organic personal care products, by gender and age, September 2013

Affluent shoppers more skeptical of natural products

Figure 47: Attitudes toward natural and organic personal care products, by age and household income, September 2013

Race and Hispanic Origin

Key points

Asian shoppers committed to living green

Black consumers seeking natural haircare products

Figure 48: Green lifestyle, by race/Hispanic origin, September 2013

Figure 49: Purchases natural and organic brands, by race/Hispanic origin, September 2013

Green to be seen

Figure 50: Reasons for purchasing natural and organic personal care products, by race/Hispanic origin, September 2013

Figure 51: Attitudes toward natural and organic personal care products, by race/Hispanic origin, September 2013

Appendix – Other Useful Consumer Tables

Attitudes toward green living

Figure 52: Lifestyle, by gender, September 2013

Purchasing of natural and organic products

Figure 53: Purchasing of mainstream vs. natural personal care products, September 2013

Figure 54: Purchases natural and organic brands, by gender, September 2013

Figure 55: Purchases natural and organic brands, by children in household, September 2013

Figure 56: Only purchases natural and organic products, by gender and age, September 2013

Retail outlets where products are purchased

Figure 57: Retailers where products are purchased, by age and household income, September 2013

Figure 58: Retailers where products are purchased, by race/Hispanic origin, September 2013

Perception of natural and organic claims

Figure 59: Ranked claims as natural, by race/Hispanic origin, September 2013

Figure 60: Ranked claims as neutral, by gender and age, September 2013

Figure 61: Ranked claims as not natural, by gender and age, September 2013

Figure 62: Average score for perception of natural claims, by gender, September 2013

Figure 63: Average score for perception of natural claims, by gender and age, September 2013

Figure 64: Average score for perception of natural claims, by age and household income, September 2013

Appendix – Social Media

Brand usage or awareness

Figure 65: Brand usage or awareness, September 2013

Figure 66: Yes To usage or awareness, by demographics, September 2013

Figure 67: Burt's Bees usage or awareness, by demographics, September 2013

Figure 68: Nature's Gate usage or awareness, by demographics, September 2013

Figure 69: Tom's of Maine usage or awareness, by demographics, September 2013

Figure 70: Dr. Bronner's usage or awareness, by demographics, September 2013

Figure 71: Kiss My Face usage or awareness, by demographics, September 2013

Activities done

Figure 72: Activities done, September 2013

Figure 73: Yes To—Activities done, by demographics, September 2013

Figure 74: Burt's Bees—Activities done, by demographics, September 2013

Figure 75: Tom's of Maine—Activities done, by demographics, September 2013

Online conversations

Figure 76: Online mentions, selected natural and organic beauty and personal care brands, May 5-Nov. 3, 2013

Figure 77: Mentions by page type, selected natural and organic beauty and personal care brands, May 5-Nov. 3, 2013

Figure 78: Mentions by type of conversation, selected natural and organic beauty and personal care brands, May 5-Nov. 3, 2013

Appendix – Market Drivers

Consumer confidence

Figure 79: University of Michigan's index of consumer sentiment (ICS), 2007-13

Unemployment

Figure 80: US Unemployment Rate, by month, 2002-13

Figure 81: US unemployment and underemployment rates, 2007-13

Figure 82: Number of employed civilians in US, in thousands, 2007-13

Racial, ethnic population growth

Figure 83: US population by race and Hispanic origin, 2008, 2013, and 2018

Figure 84: Households with children, by race and Hispanic origin of householder, 2012

Shifting US demographics

Figure 85: US population, by age, 2008-18

Figure 86: US households, by presence of own children, 2002-12

Appendix – Trade Associations

