

Natural, Organic and Ethical Toiletries - UK - December 2017

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"Ethical considerations are very closely connected to perceptions of natural/organic, with consumers associating brands with a strong natural/organic positioning as being ethical. Ethics are important to the consumer particularly when using a brand for the first time, highlighting the importance of brands promoting their ethical credentials to win new consumers."
- Roshida Khanom, Associate Director BPC

This report looks at the following areas:

- **Bringing beauty to natural/organic toiletries**
- **Confusion in the sector**
- **Ethical considerations are important to attract new users**

Usage of natural/organic toiletries remains low, with just 20% of people purchasing natural/organic soap/bath/shower products and 18% purchasing facial skincare. With 54% of people finding it difficult to know if a product is as natural/organic as it claims to be, confusion may be a factor behind this.

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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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