“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:

- Recycle, reuse, reduce
- Education remains an opportunity
- Finding a USP beyond sustainability

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.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market
The Green BPC Consumer - UK - February 2020

Overview
What you need to know
Products covered in this Report

Executive Summary
The market
Population growth is exacerbating eco-concerns
Figure 1: UK population projections, by age, 2018-28
Companies and brands
NPD is rising to satisfy demand
Figure 2: New products launches with ethical and environmental claims in the UK beauty and personal care category, 2015-2019
The consumer
Considered packaging is a must
Figure 3: Important factors for an eco-friendly BPC brand or product, November 2019
Half of UK consumers are buying green
Figure 4: Purchase of eco-friendly and regular BPC products, November 2019
Increased choice is boosting volume sales
Figure 5: Change in eco-friendly BPC purchasing, November 2019
Education could boost engagement
Figure 6: Barriers to purchasing eco-friendly BPC products, November 2019
Slow beauty could subdue BPC demand
Figure 7: Eco-friendly BPC behaviours, November 2019
Green consumers prefer to shop in-store
Figure 8: Channels used to purchase eco-friendly BPC products, November 2019
Health and beauty specialists are leading the charge
Figure 9: Retailers used to purchase eco-friendly BPC products, November 2019

What we think
Recycle, reuse, reduce
The facts
The implications
Education remains an opportunity
The facts
The implications
Finding a USP beyond sustainability
The facts
The implications
The Green BPC Consumer - UK - February 2020

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The Market – What You Need to Know

Environmental Bill could intensify green pressure
Population growth will exacerbate waste and pollution concerns
Consumers are worried about plastic pollution
Digitally connected consumers are more informed

Market Drivers

A growing population will increase waste
Figure 10: UK population projections, by age, 2018-28
Recycling rates stagnate
Figure 11: Waste from UK households, by country, 2013-17
CO2 gas emissions are falling
Figure 12: Total CO2 emissions, 2008-18
Plastic is not so fantastic
Figure 13: Top environmental concerns, April 2018
Eco messages are spreading rapidly on social media
Figure 14: Motivations to use social and media networks, March 2019
A harsh spotlight on the BPC industry
Figure 15: Consideration of company or brand’s ethics when making a purchase, by retail sector, January 2019
Other factors are more important than the environment . . .
Figure 16: Important factors for a beauty/grooming routine, January 2019
. . . but consumers are willing to make changes
Figure 17: Interest in changing bathroom routine to reduce environmental impact, December 2018

Companies and Brands – What You Need to Know

Green NPD has consistently grown
Ethical claims lead over environmental claims
SBS and deodorant brands are innovating
BYBI is positioning itself as a green BPC educator
Circla is targeting eco-conscious holidayers
Tandem wants consumers to reduce their repertoire
UpCircle is tackling sustainability with food waste

Launch Activity and Innovation

A sustained growth in NPD
Figure 18: New products launches with ethical and environmental claims* in the UK beauty and personal care category, 2015-2019
Plastic alternatives come to the forefront
Figure 19: Examples of BPC product launches with environmentally friendly packaging claims, 2019
Solid formats reduce the need for plastic
Figure 20: Examples of solid BPC product launches, 2019
Animal cruelty is a priority

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The Green BPC Consumer - UK - February 2020

Figure 21: Proportion of beauty and personal care NPD carrying ethical and environmental claims*, by claim, January 2015-October 2019

Utilising food waste

Figure 22: Examples of BPC product launches with environmentally friendly ingredient claims, 2019

Long-lasting formulas reduce waste

Figure 23: Examples of BPC product launches with waste-reducing formulas, 2019

Innovation confirms the category is fragmented

Figure 24: Proportion of beauty and personal care NPD carrying ethical and environmental claims*, by top 10 ultimate companies and others, 2019

Fragrances are lagging behind

Figure 25: New products launches with ethical and environmental claims* in the UK beauty and personal care category, by sub-category, 2015 - 2019

Refills help colour cosmetics strengthen their eco credentials

Figure 26: Examples of colour cosmetic product launches with refillable packaging, 2019

Waterless might be the next eco trend in makeup

Figure 27: Examples of BPC product launches with waterless formulas, 2018-19

Sheet masks get a biodegradable update

Figure 28: Examples of sheet mask product launches with biodegradable claims, 2019

Start-ups and Disruptors Case Study – BYBI

Company Overview

Website

What is it?

Figure 29: BYBI product example, 2019

Founded

Company mission statement

Founder’s story

Financial metrics

Revenue

Sources of funding and support

Mintel analyst view

Mintel Trends

Why it could succeed

Why it could fail

Product information

Figure 30: BYBI product examples, 2019

Figure 31: BYBI product information, 2017-2019

Stockists

Media profile

Social media metrics

Figure 32: BYBI social media metrics as of January 2019

Start-Ups and Disruptors Case Study – Circla

Company overview
Website
What is it?
    Figure 33: Circla homepage, 2020

Founded
Company mission statement
Founder’s story
Sources of funding and support
Mintel analyst view
Trends
Why it could succeed
Why it could fail
The verdict
Product information
    Figure 34: Circla product examples, 2019

Stockists
Brand partners
Media profile
Social media metrics
    Figure 35: Circla social media metrics as of January 2019

---

**Start-ups and Disruptors Case Study – Tandem Skincare**

Company overview
Website
What is it?
    Figure 36: Tandem Skincare product example, 2019

Founded
Company mission statement
Founder’s story
Sources of funding and support
Mintel Analyst View
Mintel Trends
Why it could succeed
Why it could fail
The verdict
Product information
    Figure 37: Tandem Skincare product examples, 2019
    Figure 38: Tandem Skincare product information, 2019

Stockists
Media profile
Social media metrics
The Green BPC Consumer - UK - February 2020

Start-ups and Disruptors Case Study – UpCircle

Company overview
Website
What is it?
  Figure 40: UpCircle product example, 2019
Founded
Company mission statement:
Founder’s story
Sources of funding and support
Mintel Analyst View
Mintel Trends
Why it could succeed
Why it could fail
The verdict
Product information
  Figure 41: UpCircle product examples, 2019
  Figure 42: UpCircle product information, 2019
Stockists
Media profile
Social media metrics
  Figure 43: UpCircle social media metrics as of January 2019

The Consumer – What You Need to Know

Eco brands must have considered packaging
Skincare buyers are going green
Young consumers are leading change
Price sensitivity is holding back green BPC
Consumers are taking a holistic approach to sustainability
Health and beauty retailers are dominant

Important Factors for Green Brands

Packaging is paramount . . .
  . . . but consumers also want ingredients to be eco-friendly
  Figure 44: Important factors for an eco-friendly BPC brand or product, November 2019
The problem with gifting
Men are apathetic
  Figure 45: Important factors for an eco-friendly BPC brand or product, by gender, November 2019
Older consumers want transparency
  Figure 46: Important factors for an eco-friendly BPC brand or product, by age, November 2019
Consumers want to do their bit by recycling
Figure 47: Eco-friendly BPC packaging considerations, November 2019

Retailers are responding to the demand for refillable products
Figure 48: The Body Shop in-store refill station, 2019
Figure 49: L’Occitane in-store refill station, 2020

Ingredients need to be sustainably sourced
Figure 50: Eco-friendly BPC ingredient considerations, November 2019

Most continue to buy regular BPC products

NPD is driving green purchasing
Figure 51: Purchase of eco-friendly and regular BPC products, November 2019

Green penetration highest amongst skincare buyers
Figure 52: Purchase of eco-friendly products amongst product buyers, March 2019

Consumers buy a broader range of regular products
Figure 53: Repertoire of eco-friendly and regular BPC products purchased, November 2019

Women are going green
Figure 54: Purchase of eco-friendly and regular BPC products, by gender, November 2019
Figure 55: The Net Sustain Beauty Kit, 2020

Young consumers are active green buyers
Figure 56: Purchase of eco-friendly and regular BPC products, by age, November 2019

Purchase is influenced by parental status
Figure 57: Purchase of eco-friendly and regular BPC products, by parental status, November 2019

Consumers are upping their eco game
Figure 58: Change in eco-friendly BPC purchasing, November 2019

Young women are driving the change
Figure 59: Change in eco-friendly BPC purchasing, by age and gender, November 2019

Signs that affordability is an issue
Figure 60: Change in eco-friendly BPC purchasing, by household income, November 2019

Expense is a deterrent
Brands could differentiate with more quantifiable evidence
Figure 61: Barriers to purchasing eco-friendly BPC products, November 2019

Practicality remains important
Older consumers are confused
Figure 62: Barriers to purchasing eco-friendly BPC products, by age, November 2019
The Green BPC Consumer - UK - February 2020

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Women want green BPC to be more widely available
Figure 63: Barriers to purchasing eco-friendly BPC products, by gender, November 2019

Green Beauty and Grooming Behaviours

BPC recycling gains momentum

Single-use products fall out of favour
Figure 64: Eco-friendly BPC behaviours, November 2019

Women are embracing slow beauty
Figure 65: Eco-friendly BPC behaviours, by gender, November 2019

Young consumers are taking a holistic approach
Figure 66: Eco-friendly BPC behaviours, by age, November 2019

Parents are willing to pay more for green BPC
Figure 67: Eco-friendly BPC behaviours, by parental status, November 2019

Green BPC Purchase Channels

Most rely on stores to buy green BPC

Retailers can use stores to educate consumers
Figure 68: Channels used to purchase eco-friendly BPC products, November 2019

Young consumers are using online to find more green BPC brands
Figure 69: Channels used to purchase eco-friendly BPC products, by age, November 2019

Health and beauty specialists are leading the way
Figure 70: Retailers used to purchase eco-friendly BPC products, November 2019

Department stores are using green BPC to differentiate

Convenience influences where men shop
Figure 71: Retailers used to purchase eco-friendly BPC products, by gender, November 2019

Young consumers are looking for value
Figure 72: Retailers used to purchase eco-friendly BPC products, by age, November 2019

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology