



Media Information

Huckarder Straße 10-12
44147 Dortmund
Deutschland/Germany
FON +49 (0) 231 / 2 06 16 97
FAX +49 (0) 231 / 98 22 99 59
e.dambacher@naturkosmetik-verlag.de
www.naturkosmetik-verlag.de
www.naturkosmetik-branchenkongress.de

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Natural & Organic cosmetics continue with stable growth – nature-inspired cosmetics regaining

In the first six months of 2016, nature-inspired cosmetics have been in the lead in regard to growth. Natural and organic cosmetics are showing stable growth, but had to deal with 2 percentage points less turnover than nature-inspired cosmetics. Compared to the previous year, the market for organic cosmetics has grown in the first six months by 4 %. After a particularly strong year 2015 with 10 % growth, this number grabs the attention. The figures illustrate the changes in retail. A differentiated analyses through all distribution channels can be found in the current Natural and Organic Cosmetics Trade Monitor 1st half-year 2016, which is published by the consulting company naturkosmetik konzepte e. dambacher in cooperation with leading market research companies.

Natural and organic cosmetics are gaining ground foremost in perfumeries and department stores. Drugstores, the largest distribution channel with a market share of 40 %, also show stable growth of 6 %. Pharmacies continue to decline, the two traditional channels specialized organic retail and health food stores are stagnating. In online retail, natural and organic cosmetics are flourishing. The latest market data – collected for the first time by the German Institute for Retail Research – will be presented during this year's Natural and Organic Cosmetics Conference in Berlin.

The Conference will also be the place for an intensive discussion about the development of the industry. While natural and organic cosmetics are growing on a high level, this development necessitates a comprehensive reassessment of the current approaches. Two relevant aspects playing a role in the development of the market: There is a lack of strong brands and stationary retail is not picking up on the potential the market is offering. The demanding younger customers shop differently – benefiting online retail. Also brands with a distinct positioning are gaining ground in the nature-inspired market and in the segment of non-certified natural and organic cosmetics.

To take advantage of the opportunities the market has to offer and to understand new target groups, two presentations at the Natural and Organic Cosmetics Conference promise sound insights: International trends from trend researcher Pascale Brousse from Paris, France, and, on the second day of the Conference, the presentation by Inga Nandzik from the market research institute Sturm und Drang about the changing beauty ideal and its effects on purchasing behavior.

Elfriede Dambacher is a long-time industry expert and specialized in the natural and organic cosmetics market. She is the owner of the consulting company naturkosmetik konzepte based in Dortmund, that collects market figures through all distribution channels based on market data collected in cooperation with GfK, IRI Deutschland, imsHealth and BioVista.

For those wanting to find out about the latest trends and developments of the cosmetics market, the annual Natural and Organic Cosmetics Trade REPORT, published every year, will provide a handy information tool. The development of the entire market in the individual distribution channels is uniquely presented, divided into conventional cosmetics, nature-inspired cosmetics and natural and organic cosmetics.

Further information about the surveys by naturkosmetik konzepte and reading extracts at:
www.naturkosmetik-verlag.de

As manager of the publishing company naturkosmetik verlag, Elfriede Dambacher also organizes the Natural and Organic Cosmetics Conference, held September 27-28, 2016, in Berlin. The event has established itself as the trend conference for the entire cosmetics industry.

Additional information at: www.naturkosmetik-branchenkongress.de

The Natural & Organic Cosmetics Conference will be held September 27-28, 2016, at the Hotel Ellington Berlin.

Conference language is German/English, simultaneous translation is provided.

Contact: presse@naturkosmetik-konzepte.de