

## **Media information**

### **Natural & organic cosmetics is gaining market share**

**What was once just a thing for „greenies“ has arrived in mainstream: every third cosmetics customer in Germany now shops natural & organic cosmetics.**

**Stuttgart, February 2022.** The growth of ecological and socially responsible cosmetic products continues. Numerous new customers added natural & organic cosmetics to their shopping carts for the first time. In 2021, consumer reach increased by an additional 1.6 million natural & organic cosmetic consumers, according to the GfK Consumer Panel. Natural & organic cosmetics is the only segment with a positive development and is growing at a high level by 1,8 percent. This creates a significant shift in the entire cosmetics market.

#### **Cosmetics industry has done their research**

Over the course of the previous five years, it has become obvious which brands have understood the customers´ demands and have picked up on sustainable concepts. "The titans of conventional cosmetics have embraced natural & organic cosmetics and have looked towards certifications for the development of new products", explains Mirja Eckert, Founder of THE NEW and Publisher of the trade report „Naturkosmetik Branchenmonitor“. The changing orientation of big industry players towards authentic natural & organic cosmetics significantly contributes to the success of this segment. This is also depicted by current changes in retail. Drugstores as the main place for shopping were able to regain some market shares – at the expense of consumer markets, discounters and specialized retail.

#### **Increasing visibility of natural & organic cosmetics**

Facial care is considered to be the strongest product group within natural & organic cosmetics, but in 2021, daily care products have gained in significance. Successful retail brands, along with industry brands, also fuel the dynamics. The assortments have been expanded and are increasing – not least by improved availability on all channels – the visibility of natural & organic cosmetics. The current changes also affect the development of average prices. This differentiated analysis of the year 2021 showcases which challenges industry and retail will be facing.

#### **Trade Report “Naturkosmetik Branchenmonitor 2021“**

The consulting company for market and trend research THE NEW bi-annually publishes market data and market research reports in collaboration with the Gesellschaft für Konsumforschung (GfK), Information Resources (IRi), IQVIA and BioVista. THE NEW brings together all panel data and is therefore able to uniquely depict the development in the entire cosmetics market. Due to

the segmentation of the entire market into the partial segments organic cosmetics, near-natural cosmetics and conventional cosmetics, the dynamics and shifts within the cosmetics market become obvious, offering relevant indicators for industry and retail. The German language Naturkosmetik Branchenmonitor 2021 (trade monitor) will be available from THE NEW at the end of March in a PDF format. In addition, THE NEW offers its clients exclusive access to a digital competence platform comprising international trade news and future-oriented topics from trend, market and lifestyle research.

**Please find further information here:**

[www.thenew.online](http://www.thenew.online)

**About THE NEW**

THE NEW supports internationally operating companies in their strategic future orientation. Following a successful career in industry and retail, managing director Mirja Eckert specializes in mega trends, new lifestyles and sustainability management. Based on the reliable classification concept for the cosmetics market established by "naturkosmetik konzepte", and the collaboration with relevant market research companies, THE NEW offers sound findings about the development of the cosmetics market in the DACH region.

Aside from market analyses, the agency's service portfolio includes future-oriented brand concepts, customized workshops as well as scientifically sound presentations about lifestyles and future trends.

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