Natural and Organic Personal Care Consumer - US - December 2015

Report Price: £2466.89 | $3995.00 | €3133.71

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"Natural and organic personal care brands offer a variety of options that are largely appealing, though consumers express some confusion due to the prevalence of natural claims, limited regulations, and a less than clear category definition. However, consumers are concerned about green issues, and aspire to live a healthier lifestyle. Natural and organic personal care brands that are accessible and offer transparent benefits will stand to see the most success."

This report looks at the following areas:

- Limited regulation and saturated natural market creates blurry product lines
- Few adults are loyal to natural and organic personal care products
- Older adults most green focused; yet for the most part don't purchase NOPC products

Definition

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

For the purposes of this report, Mintel has used the following definitions:

- Haircare (includes shampoo, conditioner, hairstyling products, hair color)
- Skincare (includes skincare products for the face and body such as soap, shower gel, body lotion, facial skincare, sun protection, deodorant)
- Oral care (toothpaste and mouthwash).

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

- Color cosmetics (including facial, lip, and eye)
- Fragrance
- Nail products
- Shaving products
- Children's and baby personal care products.

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DID YOU KNOW?

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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