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In order to stay updated with technology and work process of the industry, MRFR often plans & conducts meet with the industry experts and industrial visits for its research analyst members.

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Natural and Organic Cosmetics Market Research Report - Forecast to 2027


Price
1-user PDF : $ 4950.0
Enterprise PDF : $ 7250.0

Description:

Natural and Organic Cosmetics Market Overview
MRFR predicts that the Natural and Organic Cosmetics Market is set to witness a stellar CAGR of 9.76% during the forecast period (2020-2027) and reach a valuation in excess of USD 33.04 Bn. Owing to the changing consumer lifestyles and desires, organic goods attract greater commercial interest, driving the growth of the market.

COVID-19 Analysis on Natural and Organic Cosmetics Market
Due to the compulsory closure of the brick and mortar, the outbreak of covid-19 has resulted in supply chain delays, ultimately having a detrimental effect on cosmetics and personal care goods, including organic skincare products.

However, the outbreak of covid-19 has contributed to evolving market tastes and is proactively searching for clean branded and working skin development goods, which in turn is projected to drive their growth at a faster pace throughout the forecast timeframe.

Key players shall back the internet channels/door distribution options in order to improve sales of their cosmetics and personal care goods at least during the near future, or before the pandemic stops. Nevertheless, the drop in in-store revenue is not balanced by increased online sales.

Pre-COVID-19 developments are expected to intensify, with direct-to-consumer e-commerce being more relevant, such as websites of retailers, social media channels that can be bought, and markets. Consumers across the globe say that their online participation and spending are expected to improve. In order to attract and turn the interest of current and potential clients, beauty industry players will need to prioritise digital platforms.

Natural and Organic Cosmetics Market Dynamics

Drivers
Growing Demand for Organic Products to Drive Market Growth
The market for natural & organic cosmetics is seeing a dramatic increase. With this occurrence, multiple causes may be linked. Consumer propensity towards natural & organic ingredients is a big force the increasing success of such products. Organic products are harvested without the use of chemical compounds that are synthetic. Generally, the products are plant-based, such as henna, dried fruits, vegetables, flower extracts, etc. Many of these products are purely herbal and do not contain any chemical elements that are toxic. Moreover, due to their adverse health effects, the market proposal of synthetic cosmetics has been on a downslope.

Opportunities
Growing Government Funding to Create Growth Avenues for Key Players
In regions undergoing fast economic growth, there is a substantial increase in the number of consumers. Factors such as rising disposable income, increasing the population of working women and accelerated urbanisation have a positive effect on the global demand for natural & organic cosmetics. In addition, a higher pace of product clearance and government funding provides a favourable competitive atmosphere for industry participants.
Restraints

Lack of Proper Regulatory Policies to Impede Market Growth

In the cosmetics sector, the lack of specific legislation on the subject and the discrepancy between private norms and institutional perceptions of natural cosmetics causes insecurity.

Natural and Organic Cosmetics Market Segmental Analysis

By Type

The highest market share accounts for the skin care segment. The segment was estimated at USD 4.93 billion in 2017 and is expected to see healthy growth over the forecast period. In fast-developing countries, changing habits coupled with the growth in customer spending on personal care goods is related to increased sales of skincare products. Moreover, the increasing prevalence of clean label goods affects the growth of the market.

By Consumer Group

The woman is predicted to maintain her supremacy until 2023. In terms of volume, with a market share of over 70%, the sector currently stands at over USD 10.60 billion. Women are the world's largest buyers of beauty products. Indeed, a significant number of natural beauty products are targeted primarily at servicing female customers. This makes the female segment very important for the growth of the market.

By Distribution Channel

Throughout the evaluation period, the store-based segment is projected to remain highly desirable. The store-based category stood at a value of USD 11.72 billion in 2017. While growth is also anticipated in the non-store-based segment due to growing popularity and customer demand for online shopping outlets for cosmetics and hair care products, the global market is expected to rise significantly over the forecast period.

Natural and Organic Cosmetics Market Regional Analysis

The U.S. to Dominate North America Market Growth

During the prognosis period, North America is predicted to dominate the global market in natural & organic cosmetics. At current, in terms of volume, the region accounts for over 34 percent of the global market share. A wide variety of cosmetic items are available, placing the country in a desirable position. North America, for industry actors, continues to be a primary investment destination.

Growing Consumer Market in Europe to Drive Market Growth

Although the market share of Europe is lower than that of North America, the country will stay on the radar of major cosmetics companies for the future of the project. In Europe, a large proportion of female buyers are inclined towards natural and organic goods.

Growing Herbal Skincare Products to Drive APAC Market Growth

The APAC market has, among other things, a noteworthy status and is projected to grow strongly during the review period. Asia-Pacific continues to be the world's potential market for herbal skincare products. The Asia-Pacific region is expected to see the fastest growth during the forecast period. The region's ageing population and a rising number of millennials, with a larger number of working women, are the drivers of organic skincare. China has dominated the market surveyed in Asia-Pacific, followed by Japan and others.

Natural and Organic Cosmetics Market Competitive Landscape

Product Development to Remain Key Focus of Market Players

The product range continues to expand, with a common practise in the cosmetics industry being the introduction of new products. At the same time, emphasis is put on improving the shelf life of the product and making it extremely safe. In addition to the launch of new products, players actively focus on aggressive marketing and branding strategies to gain a competitive edge. In addition, businesses are inclined to promote products and to strengthen their marketing base. The promotional strategy helps retain existing customers and acquire new customers as well.

In terms of development, LOréal SA accounted for the highest market share and is expected to account for 18.2 per cent of the development share in the global natural and organic cosmetics market. The company places a major emphasis on the launch of the product and offers consumers more options. Acquisitions are also part of the strategy of the company to expand its presence in different regions of the world.
The Estee Lauder Companies, Inc.
L’Occitance International SA
FANCL Corp.
The Clorox Co
LOreal SA
Jurlique International Pty. Limited
Laboratoire Nuxe
Bare, Escentuals, Inc
Aubrey Organics, Inc.
Nature’s Gate

Natural and Organic Cosmetics Market Recent Development

January 2021: Juicy Chemistry, an organic beauty brand based in India, is closing in on its Series A funding that it intends to use to advance its global ambitions. A broad range of Ecocert certified organic waterless products is offered by the direct-to-consumer brand. The company has seen a distinct shift in the beauty market since it launched, including more knowledge of organic products and greenwashing.

January 2021: Strict ingredient standards have been developed by Natural Grocers that shed light on safe, clean, transparent, and sustainable beauty and body care brands. Natural Grocers has now stated that its first annual Body Care & Beauty Bonanza will be launched in February 2021, making it even easier and more affordable for the Natural Grocers communities to clean up their daily beauty, self-care and hygiene routines.

Natural and Organic Cosmetics Market Report Overview

Natural and Organic Cosmetics Market By Type

- Skin care
- Hair care
- Oral care
- Makeup cosmetics
- Others

Natural and Organic Cosmetics Market By Consumer Group

- Male
- Female

By Distribution Channel

- Store-based
- Non-store based
Global Natural and Organic Cosmetics Market

MFR predicts that the Natural and Organic Cosmetics Market is set to witness a stellar CAGR of 9.76% during the forecast period (2020-2027) and reach a valuation in excess of USD 33.04 bn.

**BY Type**
- Skin care
- Hair care
- Oral care
- Makeup cosmetics
- Others

**BY Consumer Group**
- Male
- Female

**BY Distribution**
- Store-based
- Non-store based

**By Region**
- North America
- APAC
- Europe
- ROW

**Global Natural and Organic Cosmetics Market Share Analysis, By Regions**

North America: XX%
APAC: XX%
Europe: XX%
ROW: XX%

**DRIVERS:**
- Changing consumer lifestyles and desires
- Growing demand for organic products

**RESTRANTS:**
- Lack of proper regulatory policies to impede market growth

**KEY PLAYERS:**
- The Estee Lauder Companies, Inc.
- L’Occitance International SA
- FANCL Corp.
- The Clorox Co
- L’Oreal SA
- Jurlique International Pty. Limited
- Laboratoire Nuxe
- Bare, Essentials, Inc.
- Aubrey Organics, Inc.
- Nature’s Gate
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