

NATRUE consumer study 2021

Key figures in the French market*

Consumption of Natural and Organic Cosmetics (NOCs)

of consumers would consider buying NOCs.



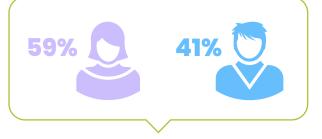
have used NOCs in the past six months.

What do consumers look for in NOCs?

Skin compatibility

Naturalness

Performance



4 out of 10 consumers under 42 years use at least 1 natural/organic cosmetic brand.

Consumer perception about natural and organic brands



think that products from NOC brands are 100% natural.



believe that NOC brands contribute to the protection of the environment and biodiversity.



consider that NOCs are committed to **zero** waste and use more recyclable packaging.



the absence of microplastics and GMOs with NOC brands.



identify NOCs with fair trade practices.



associate animal protection with NOCs.

Trust in the NATRUE Label

Every second consumer (56%) says that they **rely on certifications** for their purchases of natural and organic cosmetic products.

of consumers that know the **NATRUE** Label trust it for their purchases of natural and organic cosmetics.



Consumers are willing to pay on average up to 80 cents more for a certified natural or organic cosmetic carrying the **NATRUE seal**.



When considering certifications that take into account the origin of ingredients and the product's formulation, the NATRUE Label is the 4th best known NOC seal in France.

Key associations with the NATRUE seal



natural and organic cosmetics ingredient certification respect for the environment natural origin