

NATRUE consumer study 2021

Key figures in the German market*

Consumption of Natural and Organic Cosmetics (NOCs)

93%

of consumers would consider buying NOCs.



37%

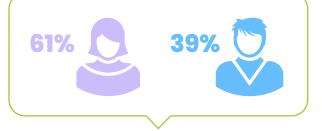
have used NOCs in the past six months.

What do consumers look for in NOCs?



20%

Naturalness Performance



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

Consumer perception about natural and organic brands



45%

think that products from NOC brands are 100% natural.



47%

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



36%

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



37%

associate
the absence of
microplastics
and GMOs with
NOC brands.



27%

identify NOCs with **fair trade** practices.



37%

associate animal protection with NOCs.

Trust in the NATRUE Label

Every second consumer (51%) says that they **rely on certifications** for their purchases of natural and organic cosmetic products.

48%

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



Key associations with the NATRUE seal



certification for natural cosmetics environmentally friendly animal welfare natural ingredients



Consumers are willing to pay on average **up to 85 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 2nd best known NOC seal in Germany.

^{*} NATRUE commissioned a consumer study that compiles the results of a quantitative online survey carried out in Germany and France between January and February 2021. A representative mix (70% female, 30% male; aged between 18 and 65 years old) of over 1000 consumers from Germany and France, respectively, took part in this survey.