



# 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?

**19%**



Skin compatibility

**20%**



Naturalness

**17%**



Performance

**61%**



**39%**



**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.



Consumers are willing to pay on average **up to 85 cents more** for a certified natural or organic cosmetic carrying the **NATRUE seal**.

### Key associations with the NATRUE seal



certification for natural cosmetics  
environmentally friendly  
animal welfare  
natural ingredients



When considering certifications that take into account the origin of ingredients and the product's formulation, **the NATRUE Label is the 2<sup>nd</sup> 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.