

Connecting the natural beauty sector



Writing for *Organic & Natural Business*, NATRUE'S Global Communications & Public Relations Manager, Paula Gómez de Tejada, details the launch of an important new forum.

The UK's natural beauty market is no longer emerging, it's scaling fast. The organic skin care segment alone is projected to reach over \$1bn by 2030, growing at an annual rate of 9.2 per cent. That rapid growth reflects a shift in consumer behaviour: around 65 per cent of UK adults now use natural or organic beauty products, with higher engagement among younger consumers and men.

But scale brings scrutiny. While demand continues to rise, purchasing decisions are becoming more complex. Efficacy and product performance remain the primary drivers, followed by price and the presence of natural ingredients. At the same time, price sensitivity persists, and transparency is no longer a 'nice to have' but an expectation. Consumers are increasingly calling for clearer information on formulation, sourcing and certification.

And yet, confusion remains widespread. Claims vary, ingredient provenance is not always easy to trace, and the lack of a harmonised definition of what 'natural' or 'organic' means in cosmetics continues to create uncertainty. What was once a relatively niche category has evolved into a more crowded and diverse space.

This context makes the launch of the Natural Cosmetics Industry Forum, taking place on May 20 in Berlin. The forum is a one-day, in-person event designed to bring together stakeholders from across the sector, including retailers, distributors, manufacturers, brands, marketeers, suppliers, certification bodies, scientists, researchers, formulators, regulators, and the media. Rather than a large-scale trade show, it aims to offer a more focused platform for exchange on the key

challenges shaping the sector.

A central issue remains the lack of clarity in definitions. In practice, a product can still be marketed as 'natural' even if it contains only a small proportion of natural ingredients, a reality that continues to blur the boundaries of the category. As demand for sustainable and transparent brands grows, so too does the risk of inconsistent claims and, inevitably, greenwashing. This is where organisations like NATRUE play a critical role: setting robust certification frameworks and advocating for greater transparency.

Modernising natural beauty

The theme of the inaugural event – The Modernising of Natural & Organic Cosmetics – is not just a positioning statement, but a reflection of the topics shaping the day's agenda. Rather than addressing the topic in abstract terms, the programme focuses on the practical challenges the industry is currently facing.

From understanding how to remain relevant in a changing market, to exploring future trends through data, the commercial dimension is addressed. At the same time, regulatory pressures are brought into focus through discussions on how to substantiate green claims and ensure compliance across digital and physical channels. Alongside this, sessions on active ingredients, formulation approaches and the potential of natural complex substances highlight how innovation is evolving.

Innovation alone will not resolve the category's challenges. Developing effective products must go hand in hand with the ability to explain and substantiate them clearly. For many

companies, particularly smaller ones, this balance is not always easy to achieve. This is where the value of a forum like this becomes more tangible. By bringing together perspectives from market intelligence, science and certification, it creates space for more connected, practical discussions.

Alongside panel discussions, keynote speakers include Silke Lambers from Mintel with a case study from Weleda, addressing the topic 'How to remain relevant in natural and organic skincare', looking at market trends. Dr Henrike Neuhoff from Laverana will also discuss the latest active ingredients and technologies in certified natural cosmetics.

The sector is entering a new phase – one where growth alone is no longer enough. Since its founding in 2007, NATRUE has played a role in promoting standards and transparency. With this initiative, it is contributing to a more connected and open industry dialogue.

■ For more information, visit www.natrue.org/natural-cosmetics-industry-forum/



Paula Gómez de Tejada is Global Communications & Public Relations Manager at NATRUE, where she leads the

organisation's global communication, including the Natural Cosmetics Week campaign. Paula is passionate about promoting transparency in the beauty industry. In her role, she helps raise awareness of the NATRUE Label, which since 2008 has become synonymous with authentic natural products.