

Natural and Clean Beauty Global Series: Market Analysis and Opportunities

Base Year: 2020

U.S. Published:
January 2021

Brazil Published:
April 2021

Europe Published:
June 2021

China Published:
July 2021

12th Edition

Regional Coverage:

This report series contains an in-depth analysis of the dynamic market for naturally positioned, clean, and organic beauty and personal care products.

Focusing on market size and growth, key new launches and product trends, and retail outlet breakdowns, this robust analysis features our assessment of brands' true degrees of naturalness based on Kline's proprietary rating scale.

Brazil, China, Europe and the United States

SCOPE

- › Two key deliverables: an interactive online database and a comprehensive written report
- › For this report, "natural" is defined as all brands that use being natural as a core element of their positioning.
- › This report uniquely separates the market into two distinct segments: truly natural products and those that are simply inspired by nature.
- › Professional use (back-bar) products are excluded from the analysis.

TABLE OF CONTENTS OF THE U.S. REPORT

Introduction

- Scope
- Sources and methods

Market Overview

Available for U.S. report only

- Market size and growth
- Market drivers and trends
- Sales by product class and product category
- Natural ingredient rating analysis
- Category developments
- Competitive landscape
- Key and emerging brand snapshots
- Retail landscape
- Key marketing initiatives
- Outlook to 2025

Brand Profiles for the U.S. Volume only

Brief profiles, as shown in table 1, for approximately 10 brands/companies will be provided. Information will include company overview, sales estimates, natural rating, primary distribution channel, and outlook.



**Table 1. BRAND PROFILES-
U.S. VOLUME**

Beautycounter

Briogeo

Burt's Bees

Glow Recipe

Hand in Hand

Hello Products

Native

SheaMoisture

Thayers

Tula Skincare

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Contents of Database

Available for Brazil, China,
Europe and U.S. markets

Interactive database broken
down by company, brand,
product class, and category.
Also includes brands'
certifications for natural,
organic, and vegan.



Table 2. PRODUCT CATEGORIES

Deodorants and antiperspirants

Facial skin care

Fragrances

Hair care products

Hand and body lotions

Lip balms, jellies, and treatments

Makeup

Oral care products

Personal cleansing products

All other skin care-a

All other-b

a- Includes sun care, baby skin care products, and skin care for men

b- Includes shaving products and miscellaneous products

REPORT BENEFITS

This report serves as an excellent resource for manufacturers and formulators of natural personal care products. Specifically, it provides:

A highly reliable and independent assessment of the natural personal care market

An assessment of category and product trends as well as industry dynamics, including how naturally positioned brands are performing compared to conventional players

Identification of potential acquisition targets

METHODOLOGY

Kline's approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 60-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

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