

Natural and Clean Beauty Global Series: U.S. Market Analysis and Opportunities

Base Year: 2021

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13th Edition

Regional Coverage: United States

This report series contains an in-depth analysis of the dynamic market for naturally positioned, clean, and organic beauty and personal care products. It features a rating for brands' true degrees of naturalness based on Kline's proprietary rating scale, with an analysis of the market size and growth, key new launches and product trends, and retail outlet breakdowns.

SCOPE

- › Two key deliverables: An interactive online database and a written report
- › For this report, "natural" is defined as all brands that incorporate being natural or clean as a core element of their positioning
- › Brands promoting sustainability and eco-friendly claims without making ingredient claims are excluded from the report
- › 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
- › Products are reported at the retail sales level

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- Outlook to 2026

Contents of Database

Interactive database broken down by company, brand, product class, category, natural rating, and certified organic certification

TABLE 1. PRODUCT CATEGORIES COVERED

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

Shaving products

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

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

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. Our industry expertise is elevated by technology and systematic data collection processes to deliver more predictive and actionable data and insights.

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