

Sustainability in Beauty: United States Market Brief

Base Year: 2022

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1st edition

Regional Coverage:

The beauty industry continues to grapple with sustainable approaches that do not compromise on product quality, desired results, and consumer safety. This study will present an overview of key sustainable beauty trends spanning the hair care, nail care, and skin care sectors.

- United States

SCOPE

- › Sustainability in Beauty Trends
 - › Clean formulas and sustainable ingredients
 - › Cruelty free
 - › Vegan
 - › Sustainable packaging
 - › Zero waste
 - › Carbon neutral
 - › Diversity, equity, and inclusion
 - › Water and ocean conservation
- › Spanning the beauty industry with the coverage of the hair, nail, and skin care categories.
- › Efforts by
 - › Product marketers
 - › Retailers

TABLE OF CONTENTS

Introduction

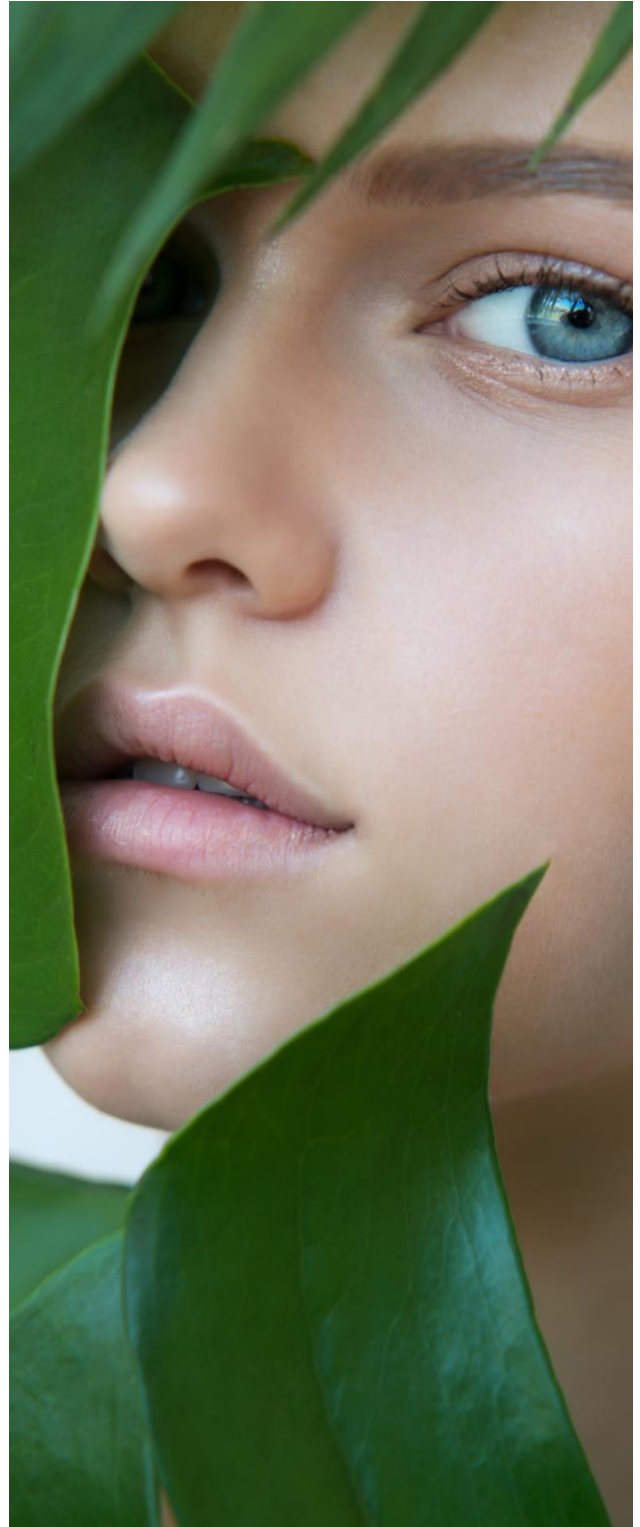
Sustainability in Beauty Trends

For each of the key characteristics listed in Table 1, the following information will be covered:

- Definition
- Associations and certifications
- Notable initiatives from brands by product class:
 - Fragrances
 - Hair care
 - Makeup
 - Other toiletries
 - Skincare
 - Retailers (where applicable)

TABLE 1. KEY CHARACTERISTICS

- Carbon neutral
- Clean formulas and sustainable ingredients
- Cruelty free
- Diversity, equity, and inclusion
- Sustainable packaging
- Vegan
- Water and ocean conservation
- Zero waste



REPORT BENEFITS

This report provides a brief analysis of the key sustainability initiatives from marketers in the beauty industry.

Understand the most common sustainability practices in the beauty industry.

Discover key sustainability initiatives from a broad spectrum of beauty industry participants.

Learn how retailers are supporting the sustainability trend in the beauty industry

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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