

# Waterless Beauty in Europe: Brands, Trends, and Products Watch

**Base Year: H1 2021**

**Published:  
January 2021**

**1<sup>st</sup> edition**

**Regional Coverage:  
Europe**

This is a first-of-its-kind overview, focusing on trends and innovation as well as brands and products undertaking the challenge of becoming waterless. Cosmetics and toiletries in the solid, powder, oil, and waterless concentrate formats are flooding the shelves of European beauty stores as consumers and marketers engage in the sustainability megatrend. The report will include a cross-category analysis of trends in this segment, profiles of interesting brands that specialize in waterless beauty, and a catalog of products offered by large beauty players.

## SCOPE

- › Provides comprehensive scan of trends in waterless beauty
- › Covers the following categories: hair care (such as solid and concentrated shampoos and conditioners), skin care (such as moisturizers and sun oils in stick format or concentrates), cleansing products (such as solid shower gels and facial cleansers in powder), fragrances (usually in a stick format), and oral care (such as toothpaste tablets)
- › Excludes traditional products in solid form: makeup, deodorants in stick format, and bar soaps
- › Profiles brands that are active in this segment and specialize in waterless beauty
- › Product watch: Examples of recent waterless products launches by key beauty brands

**INSIGHTFUL ANALYSIS OF THE  
FAST-GROWING MARKET SEGMENT!**

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## Introduction

## Trends Overview

Analysis of key trends in waterless segments: textures, formats, concepts, and other with examples of launches and innovations

## Brand snapshots

Short profiles of indie brands whose core activities are in waterless beauty

For each brand listed in Table 2:

- Company overview
- Waterless products offerings
- Geographical coverage

## Product watch

Comprehensive catalog of new launches of waterless products split by category (Categories listed in Table 1)



**TABLE 1. CATEGORIES**

Fragrances	Personal cleansing products*
Hair care	Skin care
Oral care	

**TABLE 2. BRANDS SPECIALIZING IN WATERLESS BEAUTY\*\***

An-Hydra	Lamazuna
Ascentical	LUSH
CO.SO	No cosmetics
Flow	Secrets de Provence
Foamie	Stop the Water
Kaurilan Sauna	True Skincare

\*Excludes traditional bar soaps

\*\*Preliminary and subject to change

## REPORT BENEFITS

This report serves as an excellent resource for manufacturers and distributors looking to better understand and assess opportunities in the European market for waterless cosmetics. It will also offer subscribers:

A first-of-its-kind analysis of the market niche that has been developing rapidly in Europe

A source of innovative ideas on the market where the solid form penetrates the liquid or water-based cream-dominated categories

An understanding of which players are active in this segment and how big of an opportunity it could be to your company

## 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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