

The German Market for Natural & Organic Cosmetics

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Abstracts

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Report Description:

Organic Monitor's report on The German Market for Natural & Organic Personal Care Products gives a comprehensive analysis of this emerging market. In-depth analysis is given on the leading natural & organic personal care product categories like skin care, hair care, oral care, etc. Expert analysis and strategic recommendations are provided to existing producers, new entrants and investors in this fast growing market.

Product Categories

Skin care products: facial care, body care, sun care products, etc.

Hair care products: shampoos, conditioners, hair colours, etc.

Oral care products: toothpaste, mouthwash, etc.

Colour Cosmetics: mascara, lipstick, foundations, etc.

Other products: feminine hygiene products, deodorants, etc.

Key Questions Answered:

Our expert analysis provides answers to the following questions...

What is the size of the natural & organic personal care products market?

What is the market size of product categories and leading products?

What is the impact of the economic recession on this market?

What are the projected growth rates & revenue forecasts?

What are the main sales channels? What market shares?

What are the leading brands? What are their market shares?

Who are the leading importers and distributors?

What are the business openings for existing and new entrants?

Research Highlights:

The German market for natural & organic cosmetics is the largest in Europe, with the market share of total cosmetic sales exceeding 5% for the first-time in 2008. The market continues to show high growth as existing manufacturers, new entrants and retailers continuously launch new products.

The popularity of natural & organic cosmetics has led major retail chains to launch products under their private labels. Discount stores like Aldi have also jumped on the bandwagon and introduced private label products. As a consequence, Germans have access to the most competitively priced natural cosmetics in Europe.

High market growth rates are expected to continue so that the German market remains the most important in Europe. Increasing distribution and broadening consumer demand are expected to drive market growth. Natural cosmetic sales are projected to comprise almost 10% of total cosmetic sales in the coming years.

Research Methodology

This report on The German Market for Natural & Organic Cosmetics has been predominantly produced by primary research. Interviews were conducted with leading suppliers, traders, distributors and retailers in each country. Information was also gathered from trade & industry associations, industry observers and retailer in-store visits. Secondary research was used to corroborate and verify primary data. Secondary data sources include our proprietary in-house databases, magazines & trade press, company literature and independent databases.

How You Will Benefit From This Report

Since this report provides a comprehensive analysis on the German Natural & Organic Cosmetics market, it is an invaluable resource to executives / organisations looking for information. Expert analysis and strategic insights make the report equally useful to new entrants and companies already active in the natural products industry.

The report gives a thorough market analysis, enabling the reader to make decisions on business opportunities and market plans. Market information includes market size by product segments and countries, historic & projected market growth rates, revenue

forecasts, market drivers & restraints. Competitive information includes market shares of leading suppliers / traders, sales breakdown by channels, retailer analysis, profiles of leading companies (producers, importers and retailers). Other information includes supply chain, pricing trends, consumer trends and future outlook.

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LIST OF SELECTED COMPANIES

Producers and Distributors
Retailers
Associations and Others

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