

The North American Market for Natural & Organic Personal Care Products: Market Assessment & Forecasts

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Abstracts

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Report Description:

Organic Monitor's report on The North American Market for Natural & Organic Personal Care Products gives a comprehensive assessment and expert insights into this emerging market. The report gives detailed market analysis & forecasts for the leading product categories: skin care, hair care, oral care, colour cosmetics, deodorants, etc. Expert analysis and strategic recommendations are provided to existing producers, new entrants and investors in this high-growth industry.

Key Questions Answered:

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

- What is the size of the North American market for natural & organic personal care products?
- What is the market size by product categories like skin care, hair care, oral care, colour cosmetics, etc.? What market share do they have of total sales e.g. market share of total skin care sales?
- What are the revenue forecasts and the growth potential?
- What is the supply chain for natural & organic personal care products? What are the most important sales outlets for these products? How important are e-tailers?
- Who are the leading producers? What natural & organic brands do they have? Who are the leading contract manufacturers?

- What companies are the leading importers and distributors of natural & organic personal care products in the USA and Canada?
- Who are the leading retailers of natural & organic personal care product in each country?
- What are the leading products in each natural & organic personal care product category? What are the product specifications and prices?
- What mergers & acquisitions have occurred in the natural & organic personal care products industry in recent years? What companies have been involved? What is the outlook?
- What is the future growth outlook? What product categories and products are to show most growth?
- What natural & organic standards are being adopted by personal care companies? What are the standards and certification issues?
- What are the business opportunities in this emerging market? How can they be realized?
- What recommendations can be given to new entrants, existing producers and investors?

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.

Cosmetics: mascara, lipstick, foundations, etc.

Deodorants

Other products: feminine hygiene products, etc.

Geographical Coverage

USA

Canada

Research Highlights:

With sales increasing by 20% a year, the natural & organic sector is the fastest growing in the North American cosmetics & toiletries market. High growth rates are because of the rise in ethical purchasing and 'mainstreaming' of natural & organic products. Distribution in mass market retailers is increasing as retailers focus on ecological and natural products. Mass merchandisers like Wal-Mart and Target are introducing natural

& organic personal care products, whilst supermarkets like Loblaws and drugstores like CVS are expanding product ranges. Most sales however remain from natural food shops.

A key finding is that the North American market is evolving into a two-tier market. The first-tier comprises companies that have received a capital injection in recent years. These frontrunners, backed by large marketing budgets, are showing a large rise in market share as they expand distribution and strengthen their product portfolios. The second-tier comprises smaller companies that continue to focus on traditional markets.

Ingredient and formulation issues are becoming increasingly important. The large number of pseudo-natural products is leading consumers to scrutinize the composition of natural & organic personal care products. Manufacturers are responding by launching products with high levels of natural extracts, ethical and certified organic ingredients. Organic Monitor expects to see more certified fair trade and organic products as companies move away from 'natural marketing'. Indeed, major new entrants like Yves Saint Laurent (Care by Stella McCartney) and Origins Natural Resources are launching Ecocert-certified products. Intelligent Nutrients is expected to have a major impact in 2008 with its novel range of nutritional cosmetics.

Research Methodology

This report on The North American Market for Natural & Organic Personal Care Products has been predominantly prepared by primary research. Interviews were conducted with leading natural & organic personal care product manufacturers, distributors, supermarkets, natural food shops, drugstores, pharmacies & other retailers in USA and Canada. Information was also gathered from trade associations, certification bodies, 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 assessment of the North American natural & organic personal care products market, it is an invaluable resource to executives / organisations looking for information on this emerging market. Expert analysis and strategic insights make the report equally useful to new entrants and companies already active in the industry.

The report gives a thorough analysis of the North American natural & organic personal care products market, enabling the reader to make decisions on business opportunities and market plans. Market information includes market size by product categories, products, historic & projected market growth rates, revenue forecasts, market drivers & restraints. Competitive information includes market share of leading producers / brands, sales breakdown by channels, retailer analysis, profiles of leading companies (producers, importers and retailers). Other information includes certification & standards, consumer behaviour and future outlook.

The report is useful for:

- CEOs and senior managers to assess the business potential of this emerging market and make investment decisions
- Marketing managers & executives to identify marketing opportunities, prospective customers and develop marketing / sales plans
- Business development managers to identify business opportunities, strategic partners and investment openings
- Financial institutions & investors to understand the revenue potential of this emerging industry and make investment decisions
- Advertising & marketing agencies to identify potential partners in this emerging industry and to get a better understanding of consumer & market trends to develop marketing / advertising programmes
- Information and research centre librarians to provide a one-stop information resource on this emerging industry, which is vital for marketing executives, market researchers, product & brand managers, and senior management.

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