

Strategic Insights: The Potential of Fairtrade Cosmetics & Ingredients

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Abstracts

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Report Description:

Fairtrade is gaining popularity in the cosmetics industry as companies increasingly look at ethical sourcing and social responsibility..

This Strategic Insights report examines the potential of fairtrade cosmetics, looking at the business potential of this nascent industry. A review is made of certified fairtrade ingredients, their sources and application in the cosmetics industry. Case studies are given of companies that have fairtrade cosmetics with details given of the products and the ingredients they use. Profiles are given of companies that supply fairtrade cosmetic ingredients.

Fairtrade products are analysed, with information given on their ingredient composition, production, prices, product positioning and sales channels. Finally, detailed recommendations are given to companies looking at adopting fairtrade practices for their cosmetics and / or ingredients.

Key Questions Answered:

- What is the potential of the fairtrade cosmetics market?
- What fairtrade ingredients can be used in cosmetics?
- What companies can supply certified fairtrade ingredients?
- What are the various standards for fairtrade products, and for cosmetics?

- What are the labelling issues concerning fairtrade cosmetics?
- What companies have been successful with fairtrade cosmetics? What factors have been responsible for their success?
- What recommendations can be given to companies looking at sourcing fairtrade ingredients, or develop certified fairtrade cosmetic products?

Research Highlights:

Fairtrade is gaining popularity in the cosmetics industry as companies increasingly look at ethical sourcing and social responsibility..

Natural cosmetic companies are the early-adopters, sourcing fairtrade ingredients and launching certified products. Some like Weleda have set up fairtrade projects to protect endangered plant species and encourage sustainability. Others are using fairtrade to guarantee long-term supply of organic ingredients.

This new Strategic Insights report evaluates the business potential of Fairtrade Cosmetics & Ingredients, giving details of standards, certification and market potential. Recommendations are given to cosmetic companies and ingredient suppliers, using case studies of companies who have successfully adopted fairtrade practices.

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