**NATRUE consumer study 2021**

**Key figures in the German market***

### Consumption of Natural and Organic Cosmetics (NOCs)

- 93% of consumers would consider buying NOCs.
- 37% have used NOCs in the past six months.

### What do consumers look for in NOCs?

- Skin compatibility: 19%
- Naturalness: 20%
- Performance: 17%

### Consumer perception about natural and organic brands

- 45% think that products from NOC brands are 100% natural.
- 47% believe that NOC brands contribute to the protection of the environment and biodiversity.
- 36% consider that NOCs are committed to zero waste and use more recyclable packaging.
- 37% associate the absence of microplastics and GMOs with NOC brands.
- 27% identify NOCs with fair trade practices.
- 37% associate animal protection with NOCs.

### Trust in the NATRUE Label

- Every second consumer (51%) says that they rely on certifications for their purchases of natural and organic cosmetic products.
- 48% of consumers that know the NATRUE Label trust it for their purchases of natural and organic cosmetics.

### Key associations with the NATRUE seal

- Certification for natural cosmetics
- Environmentally friendly
- Animal welfare
- Natural ingredients

---

* NATRUE commissioned a consumer study that compiles the results of a quantitative online survey carried out in Germany and France between January and February 2021. A representative mix (70% female, 30% male; aged between 18 and 65 years old) of over 1000 consumers from Germany and France, respectively, took part in this survey.