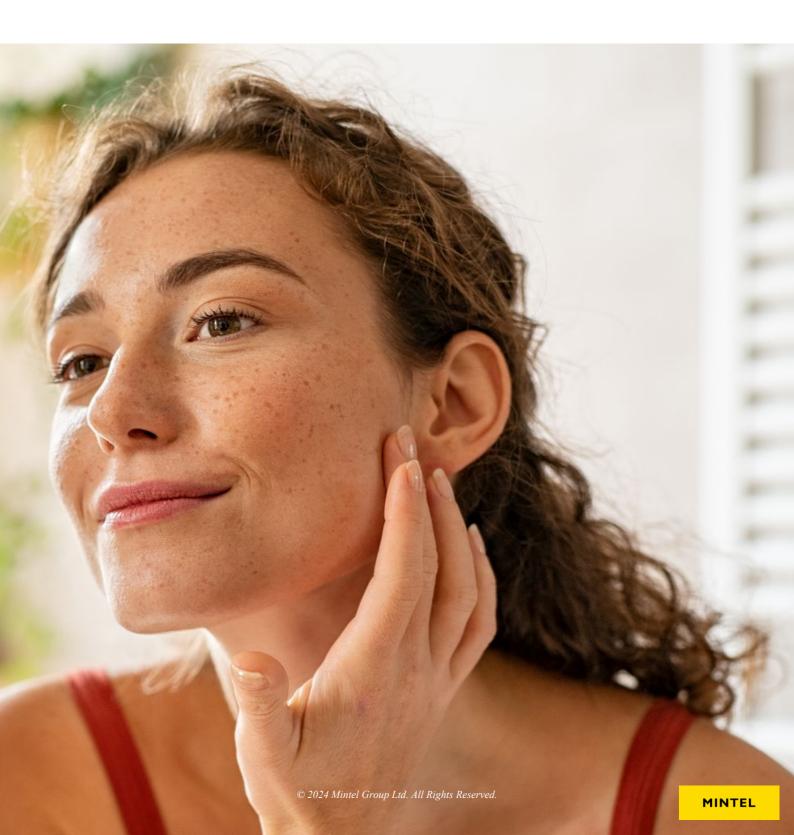
CLEAN & CONSCIOUS BEAUTY – US – 2023

An established segment of the BPC market, "clean and conscious" product concepts evolve to support consumer desire for trust, safety and affordability.



Carson Kitzmiller, Senior Analyst, Beauty & Personal Care





Clean & Conscious Beauty - US - 2023

This report looks at the following areas:

- How consumers define "clean beauty"
- What types of "clean" beauty and personal care products are used and priority sub-categories when purchasing "clean"
- Attributes that build consumer trust in a beauty and personal care brand
- Where consumers look for information on "clean" products
- Where consumers are buying "clean" beauty and personal care products

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An established segment of the BPC market, "clean and conscious" product concepts evolve to support consumer desire for trust, safety and affordability.

• Attitudes and behaviors toward beauty and personal care with emphasis on changes in product usage, sustainability and safety perceptions

Overview

This report examines consumer usage, definitions and attitudes toward "clean" personal care and beauty products. As regulation remains volatile, the definition of "clean" remains subjective and unclear. Consumer data reflects consumers attitudes and own definition of what defines "clean."

A majority of adults are turning toward the "clean" category more so than years prior with many defining "clean" through way of a product's ingredients: "non-toxic" claims, natural/ botanical inclusions and free-from perceived "dirty" ingredients. However, a trusted brand also means proven effectiveness, creating a mission for brands to provide solution-based products that also reflect intentional development with respect to the end-user and the

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global environment. With the help of third-party credentials, retailer merchandising and "clean" badges, consumers ultimately choose products that reflect their own values and definitions of clean, until true regulation of the category are defined and upheld. Many also expect products to carry eco-friendly ingredients and packaging to standby "clean" definitions, reflecting a future shift in overall lifestyles. While usage of exclusively "clean" personal care and beauty products remain mixed, wide availability across channels and price points gives adults plentiful options to decide.

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Report Content

EXECUTIVE SUMMARY

- Definition
- What you need to know
- Consumer trends: key takeaways
- Market predictions
- Opportunities

THE MARKET

Market context

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- "Clean" across some, but not all products mixed bag
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 - Graph 2: "I am trying to use fewer products to be more sustainable," 2023
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- The importance of ingredient integrity
- "Chemical-free" desires signal a wider preference
- Newer logos enter the space: MADE SAFE
- Showcasing the extensiveness of certification
- · 'Ecosystem Approach Screening' critiques impact from all angles
- · Certifications can be pricey for small brands
- "Clean" matters, but proven efficacy is required

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- Water is still the new luxury: building on Mintel's 2016 Trend
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