

BEAUTY TRENDING INSIGHTS: PLASTIC FREE BEAUTY

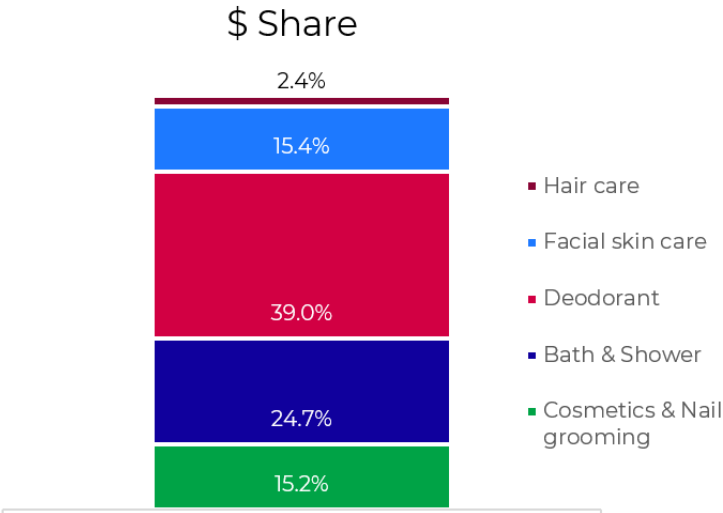
Packaging & our planet

Now more than ever, beauty consumers are embracing environmentalism and conservation. Plastic free packaging has seen an annual **18% growth** in search.

The collective interest in building a sustainable future signals that plastic free beauty is not only a trend, but a social imperative, poised to become the new standard.

This demand sparked annual instore sales of **\$25MM** in plastic free beauty products. This is a **13.4% increase** from last year.

Source: NielsenIQ Retail Measurement Services, Product Insider, powered by Label Insight, Total USxAOC L52W ending 10/29/2022



The consumer

\$ 100K+

Buyers of plastic free brands tend to come from high income households

35-54 years old

Plastic free brands index higher with middle-aged consumers

Mothers with large households

Women with HHs of 5 or more support plastic free brands at the highest index

Pacific Northwest & Southwest U.S.

Customers are concentrated in affluent areas of the U.S.

Source: NielsenIQ Omnipanel; Top U.S. Plastic-free brands buyer group, Dot 52 WE 10/01/2022 All Outlets



Product spotlight

Native
Plastic free deodorant

HiBAR
Plastic Free Solid shampoo

SKKN by Kim
Skin care with refillable packaging

Ethique
Plastic free lip balm

Social spotlight

“Most beauty products are packaged in plastic—think of all of the plastic compacts, lipsticks, squeezable tubes, jars, caps, and pumps...but only about nine percent of plastic is recycled.”
-Vogue, 2022

...planet-conscious consumption needn't be [...] headache-inducing. From carbon-neutral production methods to vegan-friendly formulas, refillable containers and innovative alternative packaging, there are plenty of ways to reduce the adverse effects on our planet.
-Harper's Bazaar, 2022

It remains as important as ever: single use plastics should still be avoided for the sake of our planet and our future.
-Glamour Magazine, 2022

