



Natural Personal Care Products: Multi-Country Wrap-Up

Exploratory Research Group™





Executive Summary



Perceptions of Sustainable Products

While respondents across countries agree that natural personal care products have healthier ingredients (i.e., chemical-free) and can be better for skin / hair and the environment, they largely do not use many natural products due to trade-offs.

Key Findings	Implications
<p>Most respondents do not use "natural" personal care products due to higher costs, despite beliefs that they are better for long-term health and provide tangible benefits. Additionally, in the US there is a concern about the performance of natural products. In China, there is concern about believability of how natural products really are.</p>	<p>Generally, the trade-offs of natural products do not lend themselves to being highly adopted by a general audience. However, since sales data has shown there is a shift to natural products, it is recommended further research pinpoint what audiences are likely to make the switch to understand how to meet their needs.</p>
<p>"Premium" and "natural" both indicate a higher price tag. In the UK, there is a particularly strong link between "premium" and "natural". In the US and China, there is a distinction between the two even though they can both be pricey.</p>	<p>When consumers think of <i>natural</i>, they automatically think of a <i>premium</i> price tag, and are therefore less likely to purchase natural products regularly or for trial. As a result, the company should continue focusing on its current product offerings. If natural products are pursued, believability should be addressed: for effectiveness in the US and for truly being an all-natural product in China.</p>



Benefits Aren't Worth The Price Tag

While perceived benefits of using natural products are appreciated, cost is prohibitive.



Less chemicals = better for health

- Respondents assume that “natural” products do not contain artificial ingredients or potentially harmful additives.
- Because there aren't synthetic or harsh chemicals in natural products, respondents feel they are better for health long-term.
- In the US, some assume natural may be better for health, but not necessarily as effective (especially toothpaste and deodorant).



Natural products provide a premium experience

- Natural personal care products are associated with luxury.
- Because respondents feel these products are set at a higher price tag, they assume people using them care strongly about their appearance and enjoy an elevated lifestyle.



Higher quality means a higher price tag

- Although natural does not always equate to premium, respondents feel that something with a “natural” claim will automatically come at a higher price point.
- The majority of respondents are unwilling to try natural products because they feel the price will be too high to encourage trial.
- Some also feel that natural products might not always work as well as original offerings.



Few understand what “natural” or “premium” are

- When trying to define premium or natural product offerings, respondents struggle to understand which products fall into these categories, especially *premium* products.
- In China, there is concern about false claims of “natural” products.