

Clean Beauty

Face and Body Care



European consumers are seeking products with a 'natural' label and premium ingredients, including those which:

- Are free from petroleum-based and synthetic ingredients
- Feature a simple ingredient listing
- Contain bio-based ingredients

In 2018, Europe saw

17,838

new personal care product launches¹

78%

of these carried a free-from claim¹

↓ 10

The majority of consumers in Europe expect no more than 10 ingredients in their beauty products²



68%

France

56%

United Kingdom

51%

Germany

Percentage of consumers prioritising a 'natural' claim when purchasing beauty products.²

Facial Care

7%



Growth of the European facial care products market between 2014 and 2018.¹

- Top 3 ingredients consumers **avoid** when purchasing facial care products:

1. Parabens
2. Mineral oils
3. Silicones

Consumers avoid **parabens/preservatives**²



60%

France

35%

Germany

30%

United Kingdom



Ingredients are consumers' biggest consideration when purchasing.²

Body Care

10%



Growth of the European body care products market between 2014 and 2018.¹

- Top 3 ingredients consumers **avoid** when purchasing body care products:

1. Parabens
2. Silicones
3. Sulphates

Consumers like to see **plant oils in body care products**²



65%

France

69%

Germany

62%

United Kingdom



Price is the biggest consideration when purchasing body care products.²

NATIVACARE™

Consumer preferences are shifting towards products that are 'natural' and 'free from allergenic and petroleum-based ingredients'. Ingredion's NATIVACARE™ natural polymers can help you meet this demand by replacing synthetic chemicals in your products with naturally derived, renewable ingredients. Find out more [here](#).

Contact us today

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Sources:

1. Innova, 2018
2. Ingredion Proprietary Research, 2018
3. Nielsen, The Future of Beauty, 2018



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