

French consumers are now buying their organic cosmetics from pharmacies as well as organic and healthfood shops, according to a new survey by French website Observatoire des Cosmétiques.

Among respondents, the organic distribution channel remained the most popular place to buy, at 66%, but 55% also buy from pharmacies, 47% buy online and 36% buy from supermarkets. Facial skincare is the product most frequently purchased, and high prices were cited by respondents as the worst barrier to purchase.

“Although organic cosmetics represent only 5% of sales in France,” Hélène le Hénou, co-founder of Observatoire des Cosmétiques, told Cosmetic Business News, “the results of this survey confirm that they have a future with consumers.

“In a very competitive landscape, all distribution networks have their part to play, including Internet sales, confirming its breakthrough with facial products.”

Facial care products such as creams, serums, scrubs, masks, anti-ageing care, eye care, and lip care are the organic cosmetics most frequently bought online - by 44% of respondents. Next come body hygiene and body care, with products for pregnant women, babies, and young children; and perfumes and eaux de toilette bring up the rear.

There has been a proliferation of certification labels in Europe in recent years, and Cosmebio and Ecocert are the labels best-known to French purchasers. The meaning of Cosmebio, created by the Professional Association for Natural, Ecological and Organic Cosmetics, was apparently known to 65% of respondents, while 31% had seen it on packaging but didn't know its meaning. The survey was carried out by CosmeticOBS between 5 January and 2 February 2015, via online questionnaire. Of the 604 respondents, Organic Cosmetics, was apparently known to 65% of respondents, while 31% had seen it on packaging but didn't know its meaning.