



# WHAT COSMETICS FOR THE ECO-CONSUMER?

MINIBOOK 2024

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# Introduction

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The climate crisis is a topical issue that concerns everyone. Consumers, aware of the ecological emergency, expect brands to take strong action.

More than 60% of consumers say they are aware of the actions taken by companies to help the climate.

But they are also aware of the role they can play in helping to combat global warming. They are therefore more careful about what they buy, favouring certain practices (such as buying locally) and paying attention to the origin of the raw materials contained in the products they use. Consumers are changing their habits.

They are also demanding transparency from the brands they love. The general public wants to know what goes on behind the scenes in the manufacture of beauty products. And beware of companies that might be tempted not to show their 'green credentials'...

However, certain behaviours are not yet fully anchored in the routines of the French, and they sometimes feel lost as to what to do.

For brands, it's important to understand these eco-consumers. That's why CosmeticOBS has designed this Minibook.

It takes stock of the expectations and needs of the general public, highlights their purchasing behaviour and discusses the importance of sustainability in their daily lives.

# EFFICIENCY AND TRANSPARENCY: THE REAL BEAUTY EXPECTATIONS OF FRENCH WOMEN

For its latest study, carried out in partnership with e-commerce platform Beauté Privée, trend agency Nelly Rodi wanted to get away from all the clichés attributed to French women. The agency therefore conducted a survey to highlight the needs consumers express when buying a cosmetics product.

Nelly Rodi identified five important criteria for French women.

## Pleasure

67% of those questioned (the methodology of the study was not communicated, editor's note) express the search for pleasure when applying a product. *"For French women, beauty is above all part of a quest for well-being, and is seen as a simple gesture to be invested in on a daily basis."* Minimalists, they have short, effective routines: in general, they use three to five products per ritual.

Taking care of themselves is important to them. 72% of those surveyed pay attention to their overall lifestyle.

## Affordability

Inflation drives consumers to seek out good deals. 59% of those questioned confide in tracking down special offers. To do this, they often go to a parapharmacy, *"a multi-brand place, close by, with accessible prices."*

They don't buy the first product that comes along. As true beauty experts, they know which skincare products to choose according to the problems they want to treat.

## Reassurance

*"French women pay close attention to the products they consume and need to be reassured. They are wary of what brands say, and seek advice from third parties,"* says Nelly Rodi. *"43% say they are influenced in their beauty purchases by experts (medical or beauty professionals), 36% by customer reviews and 24% by friends and family,"* The need for advice also explains French women's attraction to parapharmacies. For them, the word of on-site staff is a guarantee of trust.

What's more, composition is the most important purchasing criterion for 36% of panellists. 44% always read the ingredients list.

## Effectiveness

French women no longer believe in extravagant claims. When they buy a skincare product, they want proof of its effectiveness. In fact, 30% say they are prepared to pay more for cosmetics with guaranteed results.

They are also keen to learn more about cosmetics (51%). They need to know how formulas work and better understand the role of ingredients.

## Respect

*"Once the criteria of pleasure, health and efficacy have been validated, the naturalness of skincare products ranks (at 21%) among the most important purchase drivers. 11% of those questioned turn to certified organic cosmetics,"* analyzes Nelly Rodi. *"French women have fairly generic CSR expectations: 59% pay particular attention to environmentally-friendly production and 39% to respect for employees."*

# WHAT DO THE FRENCH EXPECT FROM INDUSTRY?

**While the aim of a company (in any sector) is to prosper, it also has a role to play in society. The latest OpinionWay survey, commissioned by several French Chambers of Commerce and Industry (CCI), highlights the grievances of the French towards industry players.**

A sample of 1,005 people was selected for this study. Interviews were conducted between January 3 and 4.

The economy is a subject of concern for the French, both nationally (72%) and worldwide (72%). This has a negative impact on the morale of 57% of those surveyed.

## **The role of companies**

According to the French, the issues on which French companies should be more involved are:

- Consumer purchasing power (55%)
- Local production and short supply chains (41%)
- “Made in France” (39%)
- Ecological transition (26%)

Panellists believe that the actions of manufacturers can have a positive impact on local production and “Made in France” (71%). On the other hand, only 44% believe that companies can help improve consumer purchasing power.

## **The importance of CSR**

For the citizens of this country, CSR is an essential component. More than ever, companies need to become local social players.

Panelists are particularly attentive to:

- Inclusion of all publics in hiring (disabled, senior citizens, long-term unemployed, etc.)
- Recycling of goods produced
- Relocation of activities
- Decarbonization of operations and manufacturing processes
- The reparability of goods put on the market

However, respondents feel that these points are not taken into account at all by manufacturers.

CSR is so important to individuals that they would be willing to buy more (66%) from a structure that is socially committed. 37% are willing to pay more for a product if the company manufacturing it has a CSR policy in place.

## **2024, a crucial year**

In concrete terms, over the coming months, respondents want companies to:

- Invest in training young people (87%)
- Ensure greater gender parity (83%)
- Find solutions for the employment of seniors (77%)
- Encourage consumers to adopt more virtuous practices (76%)
- Model themselves on impact companies (69%)
- Use artificial intelligence to optimize their services and sales prices (42%)
- Offer services incorporating artificial intelligence (39%)