

# Sustainable disruption

Increased competition in the global skin care market has forced established brands and new entrants to seek fresh strategies to differentiate their offerings and grow their customer base. While sustainability is not a top driver of skin care purchases, it has become a point of distinction for the industry.

Within the skin care category, consumers define sustainability through both what is inside their skin care containers and what the containers themselves are made of, making material selection a critical component of a brand's sustainability strategy. Brands can empower consumers and help them determine whether skin care products are sustainable by being transparent and sharing information across different channels.

To learn more about how Eastman can support your brand's sustainable packaging strategy with the Eastman Cristal™ One copolyester portfolio, contact your Eastman account representative.

**EASTMAN**



## Purchase drivers

Factors very important to skin care purchases



**Primary**

Skin compatibility  
Performance  
Easy application  
Product safety  
Ingredients



**Secondary**

Price  
Reviews  
Shelf life  
Sustainability



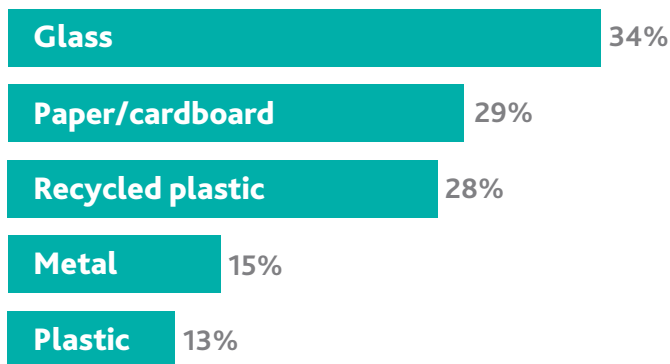
**Other**

Recommendations  
Packaging materials  
Brand  
Packaging appearance

Skin care purchases are first driven by how the product works, what is and isn't in it, and whether it is safe, but there is an opportunity for other factors like sustainability to help brands or products stand out once those needs have been met. Globally, more than four in 10 women say skin compatibility (59%), performance (47%), ease of application (43%), product safety (43%), and the ingredients of the product (41%) are very important to their skin care purchase decisions. Another one in three say that sustainability (32%) is very important to their skin care purchases. Fierce competition in the market creates opportunities for secondary factors like sustainability to become product and brand differentiators.

## Sustainability defined

Skin care packaging materials viewed as very sustainable



Roughly the same percentage of women skin care purchasers consider glass, paper, cardboard, and recycled plastic to be very sustainable materials for skin care containers. About one in three think each of these materials is very sustainable. Perceptions differ slightly by region, with glass being viewed as more sustainable in Europe and recycled plastic being viewed as more sustainable in Asia. Skin care purchasers in the U.S. view glass and recycled plastic as equally sustainable. Interestingly, more than two times the number of skin care purchasers view recycled plastic as very sustainable compared to the number who view traditional plastic as very sustainable.

### About the research

The Eastman 2021 Skin care Packaging Global Consumer Insights Study was conducted among 6,000 women ages 13–60 in the U.S., U.K., France, Germany, China, Japan, and South Korea.

## Sustainable materials

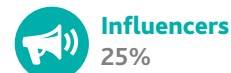
Factors that would make skin care products more sustainable



Around the world, women define sustainability in skin care products by the product ingredients and packaging, making both elements core to a brand's evolution to become a leader in sustainability. Women first say that products made from natural or organic ingredients (52%) and without harmful chemicals (50%) would make skin care more sustainable. From a packaging perspective, about half of women say that being made with less impact on the environment (50%), being recyclable (49%), or being made from recycled materials (48%) would make a skin care product more sustainable.

## Consumer education

Sources consumers find helpful when assessing sustainability of skin care products



Opportunities exist for skin care brands to promote their sustainable packaging across the consumer shopping journey. More than two in five women skin care purchasers say they find information on packaging (55%), certifications (50%), and information on websites (41%) to be very useful when evaluating the sustainability of skin care products. Other useful information sources include social media posts, store signage, influencers, and salespeople. Women are relying on skin care brands to provide packaging sustainability information across their shopping journey so that no matter where their journey with the brand starts, they get the information they need to feel confident in their purchase.