

Sustainable disruption

Fierce competition in the global cosmetics market has forced established brands and new entrants to look for new strategies to differentiate their offerings and grow their customer base. Although sustainability is not a primary purchase driver in cosmetics, it has become a point of differentiation for the industry. In fact, more than 9 in 10 sustainably minded women say cosmetic brands need to do more to offer products with packaging made from sustainable materials, based on our recent survey.

Sustainably minded women define sustainability through product ingredients and packaging, viewing recycled-content plastics and bioplastics as their packaging materials of choice. Brands willing to capitalize on the unmet need for sustainable materials in cosmetics packaging could garner increased equity and customer loyalty.

With our innovative portfolio of sustainable solutions, Eastman can support your brand's sustainable packaging strategy. Contact your Eastman representative for more information.

Purchase drivers

Important factors in color cosmetics purchasing



Primary

Color
Performance
Safety
Ease of use



Secondary

Sustainability
Ingredients
Price
Packaging materials



Other

Recommendations
Reviews
Brand
Look of packaging

Product performance is critical in color cosmetics purchases, but sustainability can be a differentiator. More than 3 in 5 sustainably minded U.S. women* say the color or shade of a product (78%), product performance claims (67%), product safety claims (63%), and ease of application or removal (61%) are very important to their color cosmetic purchase decisions. However, fierce competition in the market creates opportunities for secondary factors such as sustainability, ingredients, and packaging to become product and brand differentiators. Less than a fifth of sustainably minded women feel the largest color cosmetics brands in the U.S. are sustainable, highlighting opportunities to transform this perception.

Sustainability defined

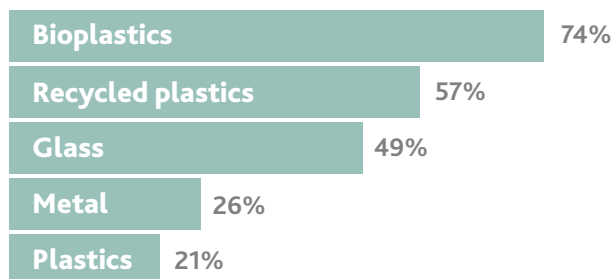
Attributes most likely to define a sustainable color cosmetics product



Product ingredients and packaging define sustainability for women in color cosmetics, making both elements core to a brand's evolution to become a leader in sustainability. More than 3 in 5 sustainably minded U.S. women say ingredients (63%) and packaging (62%) make a color cosmetics product sustainable, followed by no animal cruelty (26%) and using less inputs to make products (6%). In fact, about 4 in 5 say brands need to do more to offer sustainable materials in their color cosmetics packaging (87%), and 81% would be more loyal to brands that offer sustainable materials in the product packaging.

Sustainable materials

Color cosmetics packaging materials viewed as being very safe for the environment



Bioplastics are the sustainable material of choice in color cosmetics packaging. Close to 3 in 4 sustainably minded U.S. women say bioplastics or plastics derived from renewable resources such as plants or trees are very safe for the environment, followed by recycled plastics (57%), glass (49%), metal (26%), and plastics (21%). When asked to compare perceptions of color cosmetics packaging made from bioplastics, recycled plastics, and traditional plastics, about 3 in 5 say packaging made from bioplastics is the most innovative (69%), sustainable (67%), safe for their health (60%), and their overall material preference (65%).

Consumer education

Where women want color cosmetics brands to provide sustainable packaging information



Opportunities exist for color cosmetics brands to promote their sustainable packaging across the consumer shopping journey. More than 4 in 5 sustainably minded U.S. women say they want color cosmetic brands to provide sustainability information on the packaging itself (85%), followed by brand (64%) and retailer (53%) websites, and social media (46%). They are relying on color cosmetics brands to provide packaging sustainability information across their shopping journey, so no matter where their journey with the brand starts, they get the information they need to feel confident in their purchase.

About the research

*Eastman Sustainable Leader Consumer Community is a research community of 625 sustainably minded men and women ages 18–60 from across the U.S.

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