



CONSUMER INSIGHTS

UNDERSTANDING INGREDIENTS

68% of US women say it is important or extremely important to consider the ingredients when deciding which personal care products to buy*.

81% of consumers surveyed do not recognize ingredients on the label of personal care products at least somewhat often. Only 2% of women said they always understand what all of the ingredients are*.

61% of US women read ingredient labels on beauty products prior to purchase, up from 55% in 2016**

When considering personal care products, if the ingredients on the label are confusing:

33% would not buy the product and look to another product instead

55% would look at another product to see if they understand the ingredients better

44% would research the ingredients on their mobile phone while shopping the aisle

Source - Labelinsight.com

GOING NATURAL

Natural products are becoming more popular, and this trend is set to continue. For the third year running, sulfates is the number one ingredient women will avoid when purchasing beauty products. Women again felt the strongest about their skin care purchases being green, as compared to other beauty product categories**.

37% of US will buy more natural products in the next two years**

31% would not buy a product if sulfates are listed on the label**

75% of Millennial women said purchasing green beauty products is important to them**

- 69% of women aged 35-44 say purchasing all-natural beauty products is important to them, an increase of 10% points from 2016**
- Women aged 45-54 came in at 68%, an 11% point increase over last year**

Sources - * Labelinsight.com, ** Kari gran

SINGLE-USE AND SETS

- Increased demand to sample different products at home before committing to buying full size of item
- Many health and beauty brands offer lines of products that are intended for use as a set; a significant commitment to buy full size
- Manufacturers are now offering sample packages that include sample or travel sized containers with multiple elements

Source - William Reed Business Media





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70%

of millennial women in the US say they feel the need to downplay the time and effort they put into their look; 68% feel there's a stereotype about women who spend time on their appearance

Sources - Edelman Intelligence

WHAT THE PUBLIC SAY

A survey, commissioned by *Cloud 10 Hair Care*, polled 1000 women, ages 18 to 35, from across the country at all income levels.

- **77%** of millennial women in the US prefer shampoos and conditioners customized for their particular hair-care needs
- **59%** of women polled wish they had someone else's hair, or are only happy with their hair sometimes
- Only **15%** of Millennials choose to wash their hair daily. Most prefer to wash it 2-3 times per week
- An overwhelming **88%** say scent plays a factor in purchasing shampoos and conditioners. In that group, about half say it's "very important"
- **22%** of Millennials say they would never use a shampoo or conditioner that contains sulfates or parabens, while **34%** have no idea what they are
- Stronger hair topped Millennials' hair care goals. Reducing dryness and taming frizz followed in importance
- Millennials shop everywhere for hair care formulas, with nearly a quarter shopping online
- Bad hair day? **30%** opted for a bun

Sources - Cloud 10 Hair Care

Product ingredients are an ever more important factor when purchasing personal care products, with many consumers being confused what's on the label. Natural products are becoming more popular, with skin care heading the pack with consumers.

Stereotyping about women who spend time on their appearance still continues. Hair care products continue to top the trend, with customized solutions increasing in sales.

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