



# Wonderful



groWth mOdel for greeN, Digital, and rEsilient  
entRepreneurship For European yoUng people: Training  
Scheme

## Section 1: Mapping of the Handmade Cosmetic Field

WP2: Training Scheme

2023-1-SE02-KA220-YOU-000152804



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## ABOUT THE PROJECT

The project, titled "groWth mOdel for green, Digital, and rEsilient entREpreneurship For European yoUng peoPLe" and abbreviated as WONDERFUL, is registered under the project number 2023-1-SE02-KA220-YOU-000152804. WONDERFUL is an innovative initiative aimed at empowering young European women by introducing them to the eco-friendly field of hand-made, natural cosmetics. This project not only boosts their economic opportunities but also supports Europe's goals for a sustainable future.

The primary goal of WONDERFUL is to enhance the well-being of young women by promoting the use and production of natural, hand-made cosmetics, equipping them with the skills needed to excel in this growing industry. The project emphasizes using natural ingredients, providing a healthier alternative to traditional beauty products and advocating for environmental sustainability.

By combining Non-Formal Learning and Work-Based Learning methodologies, WONDERFUL offers an immersive, practical educational experience that prepares participants to be future leaders in the natural cosmetics market. This approach helps tackle high unemployment rates among young women by enhancing their employability with valuable skills.

Aligned with the European Commission's priorities, WONDERFUL fosters a greener, more resilient economy, focusing on empowerment through education and skill development. As a beacon of innovation and sustainability, WONDERFUL is a deserving candidate for support and funding, promising a healthier and more sustainable future for young women and the broader community.



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## PARTNERS



Impact Hub Stockholm was established in 2008 to create a space for social entrepreneurs, operating with the core values of trust, courage, and collaboration. The part innovation lab, part business incubator, and part community center offer its members a unique ecosystem of resources, inspiration, and collaboration opportunities. Impact Hub acts as a neutral platform where key actors from different sectors feel confident and supported to collaborate on common issues and challenges.



The Future Development Initiative (FDI), established in 2014 as an informal movement, addresses the needs of European youth by providing non-formal education opportunities. As a registered NGO in Belgium, FDI focuses on intercultural projects to empower youth and promote active citizenship. Founded by individuals from diverse sectors, FDI aims to develop youth leadership, promote intercultural understanding, and engage in environmental initiatives. Through various programs, FDI encourages volunteerism and fosters dialogue at local and international levels.



Institute of Entrepreneurship Development (iED) is a Greek non-profit organization committed to promoting innovation and enhancing the entrepreneurial spirit. Established in 2005 in Larissa, Greece, iED is a certified Center of Excellence in European entrepreneurship and a fast-growing Digital Innovation Hub, registered as a member of the European Commission's catalogue of DIHs, that recognizes entrepreneurship as a crucial factor for the future of sustainable development and cohesion of societies. It conducts research and provides innovative solutions that facilitate the growth of entrepreneurship and promote employment.



The EURASIA Innovative Society Association, established in 2021 in Bursa, Turkey, is a non-profit organization driving digital and green transformations. With 6000 young people, 10,000 youngsters, and 100 youth associations in its network, EURASIA promotes Continuous Professional Development (CPD) and activities through its 12 researchers, 21 youth workers, and 220 volunteers, including 120 education volunteers. Operating a youth hub for 2000 individuals, EURASIA offers immersive engagement in Digital Literacy and advanced technologies like VR, AR, XR, and AI, recognized nationally and internationally for its leadership in integrating environmental awareness into education.



The Education and Social Innovation Centre of Austria (ESICA), located in Vienna, is a non-governmental research organization dedicated to advancing social innovation, inclusion, and equality. Through projects in various sectors, ESICA fosters sustainable solutions to global challenges while promoting collaboration and knowledge exchange. It focuses on empowering marginalized groups, providing non-formal education and opportunities in e-learning and social entrepreneurship. ESICA's core objectives include generating and implementing innovative solutions for social inclusion and active community participation.



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## ABOUT Work Package 2 [WP2]

Work Package n°2 encompasses a multifaceted approach towards achieving its specific objectives, each tailored to contribute to the overarching goals of the project. In order to foster a culture of virtual communication and cooperation among the partners' staff, efforts will be made to utilize virtual communication tools and strategies, aiming to enhance efficiency and synergy in project operations, ultimately contributing to the successful realization of project goals.

One of the main objectives is to build a training scheme for Work-Based Learning (WBL) in entrepreneurship, particularly targeting young individuals, especially women, to enable them to embark on entrepreneurial endeavors in the handmade cosmetics industry. This structured training program will be based on Work-Based Learning principles, ensuring that participants gain both theoretical knowledge and practical skills essential for establishing and managing their own businesses.

Another key focus is on developing an educational toolkit for youth trainers. This toolkit will equip trainers with the necessary resources and materials to effectively impart knowledge and skills related to entrepreneurship and employability. By providing comprehensive support for trainers working with young people, the quality and impact of educational initiatives can be significantly enhanced.

Efforts will also be directed towards creating an innovative professional working environment within project associations. By promoting an environment conducive to creativity and synergy, this initiative aims to drive internationalism and elevate the professional standards within the associations involved. Recognizing the significance of eLearning in today's digital landscape, there will be an emphasis on highlighting the benefits and opportunities presented by online learning platforms. By incorporating eLearning components into project activities, participants will gain access to flexible and accessible learning resources, thereby enhancing their skills and competencies.

Furthermore, support will be provided for digital transformation efforts within the project. This includes bolstering the digital capabilities and readiness of project partners and stakeholders through targeted interventions and capacity-building initiatives, ensuring they are equipped to navigate and harness the potential of digital technologies in the handmade cosmetics industry. Additionally, efforts will be made to increase digital capabilities across stakeholders, including students, teachers, partners, and staff members. By enhancing digital literacy and proficiency across the board, the project aims to facilitate seamless integration of digital tools and technologies into all aspects of project implementation.

In summary, Work Package n°2 aims to address a range of specific objectives that are closely aligned with the broader goals of promoting a circular economy in the handmade cosmetics industry and fostering sustainable learning and entrepreneurship opportunities for young people. Through targeted interventions and capacity-building initiatives, this work package aims to empower participants with the knowledge, skills, and resources needed to thrive in a rapidly evolving digital landscape while making meaningful contributions to the industry.



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## Section 1: Mapping of the Handmade Cosmetic Field

### Module 1: Introduction to Handmade Cosmetics

<b>Section title</b>	Mapping of the Handmade Cosmetic Field
<b>Module title</b>	Introduction to the Handmade Cosmetics
<b>Partner</b>	FDI
<b>Estimated Time</b>	7 Hours
<b>Learning Objectives</b>	<ul style="list-style-type: none"> <li>● Learn about the history and growth of handmade cosmetics.</li> <li>● Identify different types of handmade cosmetic products and market preferences.</li> <li>● Understand current trends driving the handmade cosmetics market.</li> <li>● Recognize regulatory requirements and safety standards for handmade cosmetics.</li> <li>● Know the key stakeholders involved in handmade cosmetics.</li> <li>● Compare handmade cosmetics with mass-produced alternatives.</li> <li>● Predict future trends and opportunities in the handmade cosmetics industry.</li> <li>● Explore global distribution channels for handmade cosmetics.</li> <li>● Develop strategies for compliance with regulatory standards.</li> <li>● Create effective marketing strategies for handmade cosmetics.</li> </ul>

#### Sub-Chapters

1. Overview of the handmade cosmetic industry
2. Identification of key product types and market trends
3. Understanding regulatory requirements and compliance



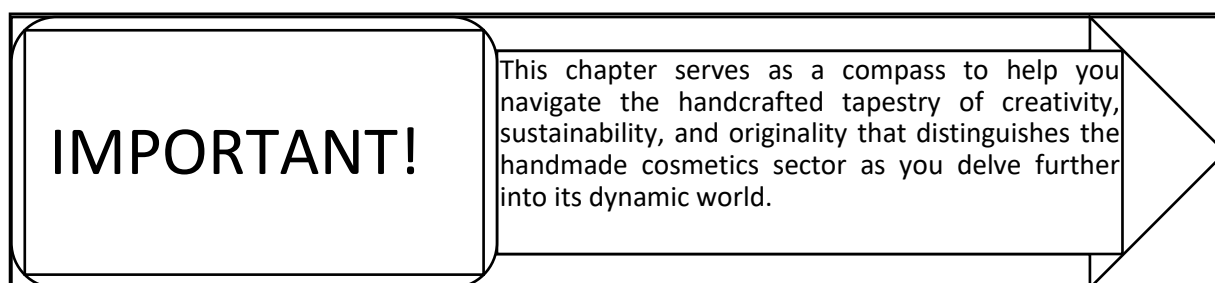
## I. Overview of the Handmade Cosmetic Sector

In the dynamic realm of beauty and personal care, the handmade cosmetics sector shines with its emphasis on creativity, sustainability, and individual expression. Offering a refreshing alternative to mass-produced items, handmade cosmetics blend artistic flair, skillful craftsmanship, and ethical principles. Exploring this industry introduces participants to a world where each product has a story, every formulation is made with passion, and authenticity is highly valued.

This overview delves into the distinctive features, historical roots, and diverse aspects of the handmade cosmetics field. From artisanal craftsmanship to environmentally friendly practices, it embodies a comprehensive approach to beauty that resonates with consumers seeking more than just skincare or makeup. It invites individuals to partake in self-care rituals that nurture both the body and the spirit.

Exploring the handmade cosmetics industry reveals a tapestry of dedicated artisans, forward-thinking entrepreneurs, and discerning consumers who collectively enrich its landscape. This examination underscores fundamental principles, notably the utilization of natural constituents, adherence to sustainable methodologies, and the espousal of ethical procurement practices.

Embarking upon this scholarly expedition into the realm of handmade cosmetics delineates a convergence of traditional deep dives into the world of handmade cosmetics and ingenuity, wherein the craftsmanship of beauty intertwines with steadfast commitment, yielding products that epitomize the enduring allure of authenticity. Irrespective of one's vocation as an aspiring entrepreneur, an inquisitive consumer, or a connoisseur of natural aesthetics, the sphere of handmade cosmetics presents an enriching tapestry awaiting exploration and appreciation.



## 1. Deep Dive into the World of Handmade Cosmetics

In the ever-evolving landscape of beauty and self-care, handmade cosmetics stand as a testament to the artistry, innovation, and individuality that define this industry. From ancient civilizations to modern-day enthusiasts, the journey of handmade cosmetics is rich with history, progress, and challenges, yet it continues to shape the way we perceive and engage with beauty.

### 1.1. History of Handmade Cosmetics

The roots of handmade cosmetics trace back to ancient civilizations, where natural ingredients were utilized for skincare, adornment, and religious ceremonies. Civilizations like ancient Egypt, Greece, and China incorporated ingredients like olive oil, honey, and various herbs into their beauty rituals. These practices not only enhanced physical appearance but also held cultural and spiritual significance.

Fast forward to the Middle Ages and Renaissance periods, where apothecaries and alchemists played pivotal roles in developing cosmetics and perfumes. The Renaissance era saw a resurgence of interest in beauty and grooming, leading to the creation of more sophisticated formulas and techniques.

The Industrial Revolution brought about mass production and commercialization of cosmetics, but it also sparked a counter-movement towards natural, handmade products. This resurgence gained momentum in the late 20th century, fueled by concerns about synthetic ingredients and environmental impact.

In recent decades, handmade cosmetics have experienced a renaissance driven by factors like sustainability, personalization, and a growing demand for transparency in ingredients. Small-scale artisans and independent brands have emerged, offering handmade products crafted with care and creativity.

Advancements in technology have also played a role, enabling artisans to reach wider audiences through e-commerce platforms and social media. Digital platforms provide a space for artisans to showcase their craftsmanship, share their stories, and connect with like-minded consumers.

The current landscape of handmade cosmetics is characterized by a diversity of products, ingredients, and aesthetics. Natural and organic ingredients remain popular, with consumers seeking products free from harsh chemicals and additives. Ethical sourcing, cruelty-free practices, and sustainable packaging are also key considerations for many consumers.

Personalization is another prevailing trend, with artisans offering bespoke formulations tailored to individual preferences and skin types. Customization extends beyond product





formulation to packaging and branding, allowing consumers to express their unique style and values.

Innovation is driving the development of new formulations and techniques, from waterless skincare to zero-waste packaging solutions. Collaborations between artisans and other industries, such as food and wellness, are also on the rise, inspiring new product concepts and experiences.

Despite the growing popularity of handmade cosmetics, artisans face challenges such as regulatory hurdles, scalability, and competition from larger corporations. Ensuring product safety and compliance with regulations can be daunting for small-scale producers, requiring investment in testing and certification.

Maintaining consistency in quality and supply chain management is another challenge, especially as demand fluctuates and sourcing natural ingredients becomes more complex. Pricing is also a consideration, as handmade cosmetics often come with a higher price tag due to the craftsmanship and premium ingredients involved.

Furthermore, standing out in a crowded market requires effective branding, marketing, and distribution strategies. Building brand loyalty and trust is essential for artisans to compete with larger, more established brands.

Handmade cosmetics embody the intersection of art, science, and sustainability, offering consumers a personalized and authentic alternative to mass-produced beauty products. With a rich history, ongoing innovation, and commitment to craftsmanship, handmade cosmetics continue to shape the future of beauty, inspiring individuals to embrace their unique beauty rituals and values.

### **a. The Evolution of Handmade Cosmetics**

The wearing of cosmetics and perfumes by both men and women goes back a very long way indeed as the ancients were just as keen as anyone to improve their appearance as quickly and as easily as possible using all manner of powders, creams, lotions, and liquids. Written and pictorial records combine with remains of the materials themselves to reveal how the ancients not only improved their looks and smell but also tried to cure such irritating challenges to one's vanity as baldness, grey hairs and wrinkles. In many ancient cultures, cosmetics and perfumes also had a close connection with religion and rituals, especially the burial of the dead.

In the ancient world, particularly in Egypt, the emphasis on cleanliness and aesthetics was deeply entrenched in cultural and religious practices. The Egyptians, irrespective of social status, held a profound belief in the significance of maintaining purity of body and soul, a principle that extended even beyond the realm of the living into death. Cosmetics, therefore,



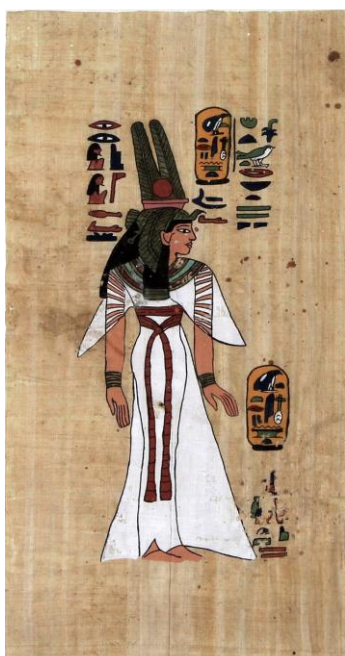
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played a multifaceted role, not merely as tools for enhancing appearance but as vehicles for spiritual connection and reverence for the divine.

The association between cosmetics and the divine was evident in religious rituals, where priests ceremoniously anointed statues of gods with fragrant oils and adorned them with makeup. This divine connection also manifested in the production of cosmetics within temple precincts, notably at revered sites such as Karnak, where the crafting of scented oils and the creation of various cosmetic concoctions were integral to religious practices.

Archaeological evidence provides compelling insights into the extensive use of cosmetics in ancient societies, particularly in Egypt. From the iconic eyeliner and eye shadow worn by prominent figures like Tutankhamun and Nefertiti, crafted from minerals like green malachite and black galena, to the inclusion of cosmetics in burial goods as essential items for the afterlife, the cultural significance of cosmetics permeated every aspect of Egyptian life.



Moreover, cosmetics in ancient Egypt served not only aesthetic purposes but also possessed medicinal properties. Various formulations, ranging from moisturizers made from natural fats and oils to lotions infused with natron and ash for skin cleansing, underscored the holistic approach to skincare prevalent in ancient times.

Luxury ingredients like frankincense and myrrh were highly prized commodities, valued not only for their exquisite fragrances but also for their therapeutic properties. Obtained from distant lands such as Yemen and Somalia, these precious substances were utilized not only in perfumes but also in skincare and medicinal treatments, reflecting the ancient Egyptians' keen understanding of the natural world and its healing properties.

Containers for cosmetics, ranging from simple reed tubes to intricately crafted vessels made from colored glass or stone, were indicative of the high regard placed on these products. Their inclusion in burial goods, alongside other personal essentials like mirrors and grooming tools, attested to the belief in the continuity of beauty and self-care beyond the earthly realm.

Across the Mediterranean, from Greece to Rome, the tradition of using cosmetics and perfumes persisted, with each culture imparting its unique customs and practices. In Greece, cosmetics were not only employed for aesthetic enhancement but also held ritualistic significance, with rouge, whitener, and eyeliner being commonplace among women. Similarly, in Rome, cosmetics were predominantly associated with women, although men also engaged in certain grooming practices.

Despite the potential risks associated with certain cosmetic ingredients, such as lead-based pigments, ancient societies demonstrated a remarkable adaptability and resourcefulness in their skincare and beauty regimens. Ingredients were selected not only for their cosmetic properties but also for their potential therapeutic benefits, underscoring the interconnectedness of beauty, health, and spirituality in the ancient world.



During Late Antiquity, the Byzantines upheld the cosmetic practices inherited from earlier civilizations, with both men and women engaging in various beauty rituals. Historical records attest to the use of hair dyes, with some unconventional methods such as utilizing boys' urine believed to have remarkable effects. Additionally, preparations for hair removal, moisturizing lotions, and cosmetics for facial enhancement were commonly employed by Byzantine individuals. Women, in particular, whitened their faces, adorned their lips with paint, and accentuated their eyes, mirroring the cosmetic traditions of their predecessors in the Western Roman Empire.

The Byzantines' meticulous attention to appearance sometimes led to unfair perceptions in Western Europe, where they were occasionally viewed as indulgent and overly concerned with luxury. However, it's worth noting that Byzantine Christian preachers occasionally admonished their followers for excessive vanity. Archaeological findings, including crucibles, containers, applicators, and spoons, serve as tangible evidence of the widespread use of cosmetics during this period. Both Byzantine and Late Roman societies displayed a penchant for luxury, reflected in the intricately crafted caskets used to store cosmetics. One notable example is the Muse Casket of the Esquiline Treasure, discovered in Rome in 1793 CE and dating back to the 4th century CE. This silver casket, adorned with engraved images of the Muses, contains compartments for storing unguents and perfumes, showcasing the Byzantines' appreciation for both beauty and craftsmanship.

## **b. Industrial Revolution and the Rise of Mass Production**

The worldwide cosmetics business is a reflection of societal development. Cosmetics were mass-produced in the early 1900s using



machineries and factories. Around that time, companies that produced cosmetics started to appear, including Elizabeth Arden (1910), MaxFactor (1909), Maxa Rubinstein (1903), and Princess Pat (1907). Capitalism drove the mass manufacture and promotion of cosmetics in the first ten years of the 1900s. American ladies consumed just one out of every five cosmetics. But eventually, this unending supply and consumption began to show weaknesses. Global warming has been brought on by the pollution from large companies throughout the years, and new food-related illnesses have been linked to the presence of dangerous chemicals in cosmetics.

Nowadays, consumers are more conscious of the negative aspects of these constraints brought about by contemporary consumerism, such as how they endanger their own health as well as the environment. Customers began searching for a more sensible approach to purchase items. Consumers respond negatively to the risks associated with industrial cosmetics, according to a 2009 Packaged Facts industry research. As a result, there is an increasing need for goods that are clearer and safer (Armstrong, 2009). According to Featherstone (2007), consumption is no longer limited to being spontaneous, hedonistic, and expressive. The "labelling of products contents" trend in the late 1990s is a prime illustration of it. A campaign was started by European consumers demanding that food manufacturers list the contents of their goods on the labels.

Similar to this, in 2007 "Carbon cost" began labelling items with their contents due to customer demand (Featherstone, 2007). All of these movements show how consumption is frequently directly correlated with the manufacturer, the method of production, the substances utilised, etc.

Based on traditional practices and ethnobotanical wisdom, humans have historically utilized natural resources empirically for skincare and enhancing their physical appearance. However, in recent times, there has been a significant increase in interest in health and skincare, leading to a high demand for certain effective plant extracts. Our skin serves as a barrier between our body and the external environment, functioning as a sensory organ that reflects emotions, feelings, and overall health. While internal organs may not visibly age, the aging of the skin holds significant social importance due to its outward visibility. Skin aging is a result of natural processes over time, compounded by cellular oxidative stress. Accelerated aging, on the other



hand, is influenced by various environmental factors such as UV radiation, chemicals, and climatic conditions, leading to the production of reactive oxygen species (ROS) that damage cellular components. These factors are crucial for understanding the present and future of skincare and beauty products, as there is a growing emphasis on not only looking good but also delaying aging and preventing illness. The demand for non-toxic and hypoallergenic products has surged, particularly since hazardous chemicals like mercury, lead, and arsenic, once used for skin bleaching and firming, were banned due to their toxicity. Confidence in skin care products also hinges on packaging, with botanical names often misspelled or inaccurately written. Concerns about animal-derived products, exacerbated by epidemics like "mad cow" disease and "bird flu," have prompted a shift towards green, organic, or natural cosmetics derived from plants, perceived as harmless. The concept of "phytosomes," nanocompounds surrounded by a layer of phospholipids for enhanced skin absorption, emerged in 2007. Research has also explored the botox-like effects of the fungus *Fomes officinalis*, while advancements in biotechnology allow for the cultivation of plant meristem cells from common apple trees to produce secondary metabolites, potentially minimizing environmental damage. However, challenges persist, such as the conservation of species like the argan tree, endemic to Morocco, whose oil demand has threatened its population.

## II. Identification of key product types and market trends



The handmade cosmetics industry is defined by its artisanal production methods and emphasis on natural ingredients, catering to consumers seeking authenticity and sustainability. For new entrepreneurs, this sector offers an avenue for creative expression and differentiation from mass-produced alternatives, aligning with the increasing demand for personalized and transparent beauty products. However, entering this market presents challenges such as fierce competition, regulatory hurdles, and sourcing high-quality materials. To navigate these challenges, entrepreneurs must differentiate their brand through unique formulations, prioritize compliance and safety standards, establish reliable supply chains, and





leverage digital marketing to build brand awareness.

The handmade cosmetics industry boasts notable success stories, exemplified by brands like Lush Cosmetics, renowned for their commitment to natural ingredients, ethical sourcing, and innovative product formulations. A prime case study is Burt's Bees, which started small but grew into a global player by staying true to its roots of using natural ingredients and adhering to sustainable practices. The handmade cosmetics market is experiencing significant growth, with projections indicating a value of \$14.1 billion by 2027, according to Grand View Research. Consumer interest in natural and organic beauty products is on the rise, with 52% globally expressing a desire to purchase such products, as reported by Mintel. These examples and data underscore the immense potential for entrepreneurs in the handmade cosmetics sector, highlighting the importance of quality, authenticity, and ethical practices in driving market success.

Of course! Here are extended paragraphs for each numbered title:

## **1. Trending Products in the Handmade Cosmetics Industry**

### **1.1. Skincare Products**

Skincare products form the cornerstone of the cosmetics industry, catering to the diverse needs of consumers seeking solutions for cleansing, moisturizing, anti-aging, and sun protection. This category encompasses an extensive range of formulations, including cleansers tailored to different skin types, moisturizers infused with hydrating ingredients like hyaluronic acid and ceramides, and serums packed with potent antioxidants and vitamins. Anti-aging skincare has emerged as a prominent segment within this category, with consumers increasingly seeking products designed to address fine lines, wrinkles, and other signs of aging. Moreover, the trend towards natural and organic skincare has gained momentum, fueled by growing awareness of ingredient transparency and sustainability. Brands are responding by formulating products with plant-based ingredients, avoiding potentially harmful additives, and adopting eco-friendly packaging practices.

Handmade cosmetics play a significant role across various categories within the beauty and personal care industry. In skincare products, handmade formulations emphasize natural and organic ingredients, offering items like facial oils, artisanal soaps, and small-batch moisturizers. These products cater to the growing demand for clean beauty options and sustainability, with consumers seeking eco-friendly packaging and customization options.

### **1.2. Makeup Products**

Makeup products encompass a diverse array of cosmetics designed to enhance, transform, and express individual beauty preferences. From complexion-perfecting foundations and concealers to vibrant eyeshadows and lipsticks, the makeup market offers endless possibilities for creative expression. Recent trends have seen a shift towards more natural and "no-makeup" makeup looks, with consumers gravitating towards lightweight, breathable formulations that provide a subtle, enhancing effect. Additionally, the rise of social media influencers and beauty tutorials has fueled demand for products that deliver Instagram-worthy results, driving innovation in formulas, applicators, and packaging. Furthermore, the increasing emphasis on inclusivity and diversity has prompted brands to expand their shade ranges and marketing campaigns to



reflect the diverse beauty landscape, empowering consumers of all skin tones and ethnicities to find products that resonate with their individual style.

Handmade makeup products offer unique formulations and artisanal craftsmanship, often focusing on high-quality ingredients and small-batch production. Currently, handmade lipsticks, artisanal eyeshadow palettes, and custom-blended foundations are demanded productions. Consumers are drawn to the artistry and attention to detail that handmade makeup products offer, appreciating the creativity and individuality behind each item. Handmade cosmetics align with the clean beauty movement, emphasizing transparency, purity, and simplicity in ingredients.

### 1.3. Haircare Products

Haircare products play a vital role in maintaining healthy, vibrant hair, addressing concerns such as cleansing, conditioning, styling, and treatment. Shampoos and conditioners form the foundation of any haircare routine, with specialized formulations available for different hair types and concerns, including dryness, damage, and color-treated hair. In recent years, consumers have shown a growing interest in haircare solutions targeting specific needs, such as volumizing, smoothing, and strengthening. This trend has led to the proliferation of products like hair masks, serums, and treatments infused with nourishing ingredients like keratin, argan oil, and botanical extracts. Moreover, the rise of clean beauty has prompted brands to develop sulfate-free, paraben-free, and silicone-free formulations, catering to consumers seeking gentler, more natural alternatives for their haircare needs. Additionally, the men's grooming market has witnessed significant growth, with an increasing number of brands offering specialized products tailored to men's haircare concerns, including styling gels, pomades, and beard oils.

Handmade haircare products often focus on nourishing and restoring hair health using natural ingredients such as botanical oils, plant extracts, and herbal infusions. Examples include handmade shampoo bars, artisanal hair masks, and small-batch hair serums. Consumers seek handmade haircare products free from harsh chemicals, silicones, and synthetic fragrances, opting instead for gentle, plant-based formulations. Handmade haircare brands increase awareness and prioritize eco-friendly packaging options such as compostable containers, refillable bottles, and biodegradable labels.

### 1.4. Fragrances

Fragrances hold a special place in the cosmetics industry, offering consumers a sensory experience that evokes emotions, memories, and personal identity. Perfumes, colognes, body sprays, and scented lotions are just a few examples of the diverse range of fragrance products available on the market. Fragrance preferences vary widely among consumers, with some gravitating towards floral, fruity, or woody scents, while others prefer spicy, oriental, or gourmand fragrances. Personalization has emerged as a significant trend within the fragrance industry, with brands offering customizable scent profiles and bespoke fragrance experiences tailored to individual preferences. Additionally, niche and artisanal fragrance brands have gained popularity among consumers seeking unique, artisanal blends that stand out from mainstream offerings. Furthermore,



sustainability and ethical sourcing have become increasingly important considerations for fragrance brands, with consumers showing a growing preference for products made with responsibly sourced ingredients and eco-friendly packaging.

In fragrances, handmade blends of natural essential oils and botanical extracts offer consumers a unique olfactory experience, with personalized scent consultations and custom blending services gaining popularity. Niche and indie perfumery appeal to fragrance enthusiasts seeking distinctive, non-mainstream scents.

### **1.5. Men's Grooming Products**

Men's grooming products have witnessed a surge in popularity in recent years, driven by changing societal norms and a growing emphasis on personal grooming among men. This category encompasses a wide range of products tailored specifically to men's skincare, haircare, shaving, and fragrance needs. Skincare products for men typically include cleansers, moisturizers, and serums formulated to address specific concerns such as oiliness, acne, and aging. Similarly, men's haircare products encompass shampoos, conditioners, and styling products designed to cleanse, nourish, and style hair effectively. Shaving products, including razors, shaving creams, and aftershaves, play a crucial role in men's grooming routines, offering solutions for a smooth, comfortable shave. Additionally, fragrances targeted towards men feature a diverse range of scents, from fresh and citrusy to woody and aromatic, catering to different preferences and occasions. As the men's grooming market continues to expand, brands are innovating to offer products that combine efficacy, convenience, and masculinity, empowering men to look and feel their best.

Handmade men's grooming products cater to the unique needs of men's skin and hair, with natural formulations and traditional shaving rituals driving consumer interest. Beard care products and vintage shaving options reflect evolving trends in male grooming preferences

## **2. Trending Ingredients of the Handmade Cosmetics Sector**

In the ever-evolving landscape of handmade cosmetics, staying abreast of trending ingredients is essential for formulators and skincare enthusiasts alike. With a growing demand for natural, plant-based, and sustainable beauty products, ingredients play a pivotal role in the efficacy and appeal of handmade cosmetics. From botanical extracts to superfoods, each ingredient brings its unique set of properties and benefits to skincare formulations. In this section, we will explore some of the trending ingredients making waves in the handmade cosmetics industry, shedding light on their skincare benefits, applications, and growing popularity among consumers.

Some trending ingredients in handmade cosmetics can be categorized as:

### **2.1. Botanical Extracts**

Botanical extracts derived from plants, flowers, and herbs are increasingly popular in handmade cosmetics due to their natural properties and potential skincare benefits. Ingredients like chamomile, calendula, green tea, and rosehip are known for their soothing, anti-inflammatory, and antioxidant properties, making them ideal for skincare formulations.

### **2.2. Plant Oils**



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Plant-based oils such as jojoba, argan, rosehip, and coconut oil are widely used in handmade cosmetics for their moisturizing, nourishing, and emollient properties. These oils are rich in vitamins, fatty acids, and antioxidants, making them beneficial for skin hydration, repair, and protection.

### **2.3. Natural Butters**

Natural butters like shea butter, cocoa butter, and mango butter are prized ingredients in handmade cosmetics for their moisturizing and skin-softening properties. These butters are rich in fatty acids and vitamins, providing intense hydration and helping to improve skin elasticity and texture.

### **2.4. Clays and Mud**

Clays such as kaolin, bentonite, and French green clay, as well as mud from sources like the Dead Sea, are popular ingredients in handmade skincare products like masks and cleansers. These clays and muds help to detoxify the skin, absorb excess oil, and unclog pores, leaving the skin feeling clean and refreshed.

### **2.5. Hydrosols and Floral Waters**

Hydrosols, also known as floral waters, are by-products of the steam distillation process used to extract essential oils from plants. Hydrosols like rose water, lavender water, and witch hazel are valued in handmade cosmetics for their gentle astringent, toning, and hydrating properties, making them suitable for use in facial mists, toners, and skincare formulations.

### **2.6. Fruit Enzymes**

Fruit enzymes derived from sources like pineapple, papaya, and pumpkin are gaining popularity in handmade cosmetics for their exfoliating and brightening properties. These enzymes gently dissolve dead skin cells, helping to improve skin texture, tone, and radiance without the need for harsh physical exfoliants.

### **2.7. Probiotics and Ferments**

Probiotics, prebiotics, and fermented ingredients are emerging trends in handmade cosmetics, with claims of promoting a healthy skin microbiome and improving skin barrier function. Ingredients like yogurt, kefir, kombucha, and lactobacillus extracts are believed to have balancing, soothing, and anti-inflammatory effects on the skin.

### **2.8. Adaptogens and Superfoods**

Adaptogenic herbs and superfoods like turmeric, matcha, spirulina, and acai berry are gaining traction in handmade cosmetics for their antioxidant-rich, anti-inflammatory, and skin-nourishing properties. These ingredients are believed to help protect the skin from environmental stressors, promote collagen production, and support overall skin health.

These are just a few examples of trending ingredients in handmade cosmetics, reflecting a growing consumer preference for natural, plant-based, and sustainable skincare solutions. As consumer demand for clean, green, and effective beauty products continues to rise, we can



expect to see continued innovation and exploration of new ingredients in the handmade cosmetics industry.

### III. Understanding Regulatory Requirements and Compliance

The concept of the Single Market, referring to the unrestricted movement of goods, capital, people, and services within the European Union (EU) Member States, stands as a foundational pillar of the EU. To ensure the smooth operation of this market in any specific sector, consistent legislation must be in place across all Member States. For instance, for a product to circulate freely within the EU, uniform regulations regarding labeling, packaging, and safety standards must be adhered to. In the early 1970s, the Member States of the European Economic Community, now known as the EU, recognized the need to synchronize their national cosmetic regulations to facilitate the unimpeded flow of cosmetic products within the Community, based on mutually agreed-upon safety criteria. This led to the adoption of the Cosmetics Directive in 1976, which was later revised in 2009 to further harmonize regulations. Subsequently, the EU Cosmetics Products Regulation came into effect in July 2013.



The guiding principle behind the Cosmetics Regulation is to ensure that all products meeting its requirements have equal access to the market and can circulate freely throughout the EU. Within the EU, it is widely believed that for rapidly moving consumer products like cosmetics, a post-market control system is more effective than pre-market approval procedures. According to this regulation, the individual or company responsible

for placing a cosmetic product on the market (referred to as the 'Responsible Person') bears the responsibility for its safety and compliance with all regulatory requirements. This typically falls on the manufacturer or importer, who must ensure that the product meets the Cosmetics Regulation's standards at every stage, from ingredient selection to market placement.

Innovation plays a pivotal role in the cosmetics industry, with research and development (R&D) programs focusing on consumer behavior, skin biology, emerging technologies, and sustainable development methods. These initiatives enable the selection and development of ingredients that prioritize human health and environmental sustainability, aligning with evolving consumer expectations. The industry's commitment to innovation is underscored by the extensive time and resources dedicated to bringing new products to market, often taking



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over five years of research and formulation. Moreover, a significant portion of patents granted in the EU are attributed to cosmetic products, highlighting the sector's dedication to ongoing innovation.

In the handmade cosmetics industry, efficient business operations play a crucial role in ensuring productivity, scalability, and adherence to industry regulations. New entrepreneurs need to find a balance between artisanal craftsmanship and streamlining production processes, effectively manage inventory and supply chains, and implement quality control measures to maintain product uniformity. Utilizing technology and automation tools can optimize production workflows, while outsourcing tasks like packaging and fulfillment can allocate resources for strategic growth endeavors. Keeping abreast of regulatory updates and seeking professional advice are also vital for navigating the intricate landscape of business operations.

The significance of effective business operations is exemplified by successful brands such as The Body Shop, renowned for their commitment to ethical sourcing and sustainable practices. A case study in this domain is Beautycounter, which prioritizes product safety and transparency despite facing sourcing and manufacturing obstacles. McKinsey & Company's report indicating that 90% of consumers expect responsible corporate behavior underscores the importance of ethical business practices. Moreover, the expanding market for eco-friendly packaging, projected to reach \$4.5 billion by 2027, underscores the increasing demand for sustainable solutions in cosmetics packaging. These illustrations and statistics underscore the pivotal role of operational efficiency and sustainability in navigating the intricacies of the handmade cosmetics sector.

Understanding regulatory requirements and compliance in the handmade cosmetic sector involves navigating a complex landscape of laws, regulations, and standards that govern the production, labeling, and sale of cosmetics. Here are some key points to consider:

## **1. Essential Steps in Official Process**

### **1.1. Regulatory Framework**

Different countries have their own regulatory bodies responsible for overseeing the cosmetic industry. For example, in the United States, the Food and Drug Administration (FDA) regulates cosmetics, while in the European Union, it's the European Commission's Directorate-General for Health and Food Safety (DG SANTE). Understanding the specific regulations applicable to your region is essential.

### **1.2. Ingredient Safety**

Regulatory agencies typically have lists of approved and restricted ingredients for cosmetics. It's crucial to ensure that the ingredients used in handmade cosmetics comply with these regulations to guarantee consumer safety. This may involve conducting ingredient assessments, safety testing, and keeping updated on any regulatory changes.

### **1.3. Good Manufacturing Practices (GMP)**



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Compliance with GMP ensures that cosmetics are produced in a hygienic environment, with proper controls in place to prevent contamination and ensure product quality and consistency. Implementing GMP principles is essential for handmade cosmetic producers to meet regulatory requirements.

#### **1.4. Labeling Requirements**

Cosmetics must be labeled accurately to provide consumers with essential information about the product's ingredients, usage instructions, and potential allergens or warnings. Understanding labeling requirements, including language, font size, and placement, is critical for compliance.

#### **1.5. Product Claims**

Regulatory agencies often scrutinize the claims made by cosmetic products, ensuring they are truthful, not misleading, and backed by scientific evidence when necessary. Handmade cosmetic producers must be cautious about the claims they make regarding their products' benefits to avoid regulatory issues.

#### **1.6. Registration and Notification**

Some jurisdictions require cosmetic products to be registered or notified before they can be sold on the market. This process may involve submitting product formulations, safety assessments, and other documentation to regulatory authorities.

#### **1.7. Documentation and Record-Keeping**

Maintaining comprehensive documentation and records of product formulations, manufacturing processes, safety assessments, and quality control measures is essential for demonstrating compliance with regulatory requirements.

#### **1.8. Stay Informed and Seek Guidance**

Regulatory requirements in the cosmetic industry can evolve, so it's crucial to stay informed about any updates or changes to regulations that may impact your handmade cosmetic business. Additionally, seeking guidance from regulatory experts or industry associations can help navigate complex compliance issues.

## **2. Addressing Marketing and Branding Challenges in the Handmade Cosmetics Industry**

Marketing and branding play a pivotal role in establishing a distinctive identity and driving consumer engagement in the handmade cosmetics industry. New entrepreneurs must develop a compelling brand narrative, communicate their unique value proposition, and build an authentic connection with their target audience. Leveraging social media platforms and influencer partnerships can amplify brand reach and credibility, while experiential marketing tactics such as pop-up shops and beauty events can create immersive brand experiences. However, challenges such as building brand awareness, generating consistent content, and measuring marketing return on investment (ROI) require strategic approaches. By cultivating



an engaged community, collaborating with aligned influencers, and utilizing data analytics, entrepreneurs can overcome these challenges and effectively promote their handmade cosmetics brand.

Successful marketing and branding strategies are essential for establishing a distinctive identity and engaging consumers in the handmade cosmetics industry. Glossier serves as an exemplar, leveraging minimalist branding and community engagement to cultivate a loyal following. Similarly, Herbivore Botanicals has effectively utilized social media platforms to connect with consumers and showcase its products, with influencer partnerships contributing to its growth. Sprout Social's survey indicating that 72% of consumers are more likely to buy from brands they follow on social media underscores the importance of digital engagement. Additionally, the significant ROI of influencer marketing campaigns, averaging \$5.20 for every dollar spent, highlights the effectiveness of this strategy in promoting handmade cosmetics brands. These examples and data underscore the importance of authenticity, community engagement, and strategic marketing in overcoming challenges and driving brand success in the handmade cosmetics industry.

**TRY YOURSELF!**

Here there some practical activities for you!

Some activities offer hands-on learning experiences, networking opportunities, and practical skills development for new entrepreneurs in the handmade cosmetic sector, helping them build confidence, knowledge, and connections as they launch and grow their businesses. Here are some engaging activities for new entrepreneurs in the handmade cosmetic sector:

**2.1. DIY Formulation Workshops**

Host hands-on DIY formulation workshops where participants can learn how to create their own handmade cosmetic products, such as lip balms, body scrubs, or facial masks. Provide guidance, ingredients, and equipment, and allow participants to experiment with different formulations and customize their products.

**2.2. Ingredient Exploration Sessions**

Organize ingredient exploration sessions where participants can learn about the properties, benefits, and uses of various cosmetic ingredients, such as essential oils, botanical extracts, and natural additives. Create sensory experiences, such as scent tests or texture comparisons, to engage participants and deepen their understanding of ingredients.

**2.3. Packaging Design Challenges**

Challenge participants to design creative and sustainable packaging solutions for handmade cosmetic products. Provide materials, templates, and design tools, and encourage

participants to brainstorm innovative packaging concepts that align with their brand identity and sustainability goals.

#### **2.4. Regulatory Compliance Workshops**

Offer workshops or seminars focused on regulatory compliance for handmade cosmetics. Provide guidance on understanding regulatory requirements, labeling guidelines, and product testing protocols. Offer practical tips and resources for navigating compliance challenges and ensuring product safety and legality.

#### **2.5. Brand Storytelling Workshops**

Host interactive brand storytelling workshops where participants can develop their brand identity, values, and messaging. Facilitate brainstorming sessions, storytelling exercises, and visual branding activities to help participants articulate their brand story and communicate it effectively to their target audience.

#### **2.6. Marketing Strategy Clinics**

Organize marketing strategy clinics where participants can receive personalized feedback and guidance on developing effective marketing strategies for their handmade cosmetic businesses. Offer insights on branding, social media marketing, influencer partnerships, and customer engagement tactics tailored to the cosmetics industry.

#### **2.7. Retail Partnership Pitch Competitions**

Hold a retail partnership pitch competition where participants pitch their handmade cosmetic products to potential retail partners, such as boutique owners, spa managers, or online marketplaces. Provide a panel of judges and offer prizes or opportunities for partnerships with retail partners.

#### **2.8. Community Building Events**

Host community-building events, such as product launches, pop-up shops, or networking mixers, where participants can connect with fellow artisans, customers, and industry professionals. Foster a sense of camaraderie, collaboration, and support within the handmade cosmetic community.

#### **2.9. Market Research Field Trips**

Organize field trips to local markets, craft fairs, or beauty expos where participants can conduct firsthand market research, observe consumer behavior, and gather insights about market trends and preferences. Encourage participants to take notes, collect samples, and interact with vendors and customers.

#### **2.10. Business Planning Retreats**

Host business planning retreats or workshops where participants can work on developing their business plans, setting goals, and refining their strategies for growth and success. Provide guided exercises, templates, and expert advice to support participants in building a solid foundation for their businesses.







## SUMMARY

The chapter provides a comprehensive introduction to the vibrant and dynamic world of handmade cosmetics, offering valuable insights, practical guidance, and engaging activities for aspiring entrepreneurs in the industry. Divided into three main sub-chapters, the chapter covers key aspects of the handmade cosmetic sector, including product types, market trends, regulatory compliance, and market entry strategies.

The chapter begins with an exploration of the handmade cosmetic industry, tracing its historical evolution and emergence as a significant player in the cosmetics market. Handmade cosmetics, also known as artisanal or craft cosmetics, are distinguished by their emphasis on quality, authenticity, and craftsmanship. The chapter highlights the diversity of handmade cosmetic products, ranging from skincare and haircare to makeup and bath and body products. Through real-life examples and case studies, readers gain insight into the unique selling points and benefits of handmade cosmetics compared to mass-produced alternatives.

The subsequent sub-chapter delves into the identification of key product types and market trends shaping the handmade cosmetic industry. Readers learn about the various categories of handmade cosmetic products, such as natural skincare, organic haircare, and mineral makeup. Through data analysis, trend forecasting, and consumer insights, readers gain a deeper understanding of market preferences, emerging trends, and opportunities for innovation within the handmade cosmetic sector. Practical tips and activities encourage readers to explore niche markets, experiment with product formulations, and capitalize on consumer demand for sustainable, ethical beauty solutions.

The chapter concludes with a focus on regulatory requirements and compliance considerations for handmade cosmetics. Readers learn about the regulatory frameworks governing the production, labeling, and marketing of cosmetics, including ingredient safety, labeling guidelines, and Good Manufacturing Practices (GMP). Through expert interviews, regulatory insights, and compliance workshops, readers gain practical guidance on navigating regulatory complexities, ensuring product safety, and maintaining legal compliance in the handmade cosmetic industry. Tips and activities empower readers to educate themselves, seek professional guidance, and implement robust compliance measures to mitigate risks and build trust with consumers.



**Summary Highlights:**

- Provides a comprehensive overview of the handmade cosmetic industry, covering its history, product types, and unique selling points.
- Explores market trends and consumer preferences shaping the handmade cosmetic sector, with a focus on sustainability, natural ingredients, and innovation.
- Offers practical guidance on regulatory compliance, including key requirements, best practices, and compliance strategies for handmade cosmetic entrepreneurs.
- Features engaging activities, case studies, and expert insights to enhance learning and inspire entrepreneurial success in the handmade cosmetic industry.



## TIPS & TRICKS

**1. Research and Understand Your Market:** Take the time to thoroughly research the handmade cosmetic market, including consumer preferences, trends, and competitive landscape. Identify niche markets or underserved segments where you can differentiate your products and appeal to specific customer needs.

**2. Focus on Quality and Ingredient Transparency:** Prioritize quality ingredients sourced from reputable suppliers. Be transparent about the ingredients used in your products, highlighting their benefits and origins. Consumers value authenticity and are increasingly seeking natural, organic, and sustainable alternatives to mainstream cosmetics.

**3. Start Small and Scale Gradually:** Begin with a limited product range or signature product to establish your brand identity and build a loyal customer base. As you gain traction and confidence, gradually expand your product offerings based on customer feedback, market demand, and business growth.

**4. Invest in Education and Skill Development:** Continuously enhance your knowledge and skills in cosmetic formulation, ingredient sourcing, product development, and regulatory compliance. Attend workshops, courses, and industry events to stay updated on industry trends, best practices, and emerging technologies.





**5. Build Your Brand Story and Identity:** Develop a compelling brand story that resonates with your target audience and sets you apart from competitors. Communicate your brand values, ethos, and craftsmanship through engaging storytelling, branding elements, and visual imagery.

**6. Create a Strong Online Presence:** Establish a professional website and leverage social media platforms to showcase your handmade cosmetic products, engage with customers, and build a community around your brand. Invest in high-quality product photography, content creation, and social media marketing to attract and retain customers online.

**7. Prioritize Customer Experience and Feedback:** Focus on delivering exceptional customer service and personalized experiences to your customers. Encourage feedback, reviews, and testimonials from satisfied customers to build trust and credibility in your brand. Use customer insights to iterate on your products and improve your offerings over time.

**8. Navigate Regulatory Compliance Carefully:** Familiarize yourself with regulatory requirements governing handmade cosmetics in your target market, including ingredient safety, labeling, and Good Manufacturing Practices (GMP). Invest in compliance resources, consult with regulatory experts, and stay informed about regulatory updates to ensure legal compliance and product safety.

**9. Network and Collaborate with Industry Professionals:** Build relationships with other artisans, suppliers, retailers, and industry experts within the handmade cosmetic community. Networking opportunities can lead to valuable partnerships, collaborations, and mentorship opportunities that support your business growth and success.

**10. Stay Resilient and Adapt to Challenges:** Entrepreneurship is a journey filled with ups and downs. Stay resilient in the face of challenges, setbacks, and obstacles along the way. Embrace a growth mindset, learn from failures, and adapt your strategies to overcome challenges and achieve your long-term goals.

By following these tips and principles, new entrepreneurs can navigate the complexities of the handmade cosmetic sector, establish a strong foundation for their businesses, and thrive in a competitive market landscape.

## Testing



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## CHECK YOURSELF!

### Multiple Choice Test: Introduction to Handmade Cosmetics

1. What distinguishes handmade cosmetics from mass-produced alternatives?
  - a) Lower price point
  - b) Emphasis on quality and craftsmanship
  - c) Limited availability
  - d) Synthetic ingredients
  
2. Which of the following is NOT a key product category in the handmade cosmetic industry?
  - a) Skincare
  - b) Haircare
  - c) Pharmaceuticals
  - d) Makeup
  
3. What is a common trend driving growth in the handmade cosmetic market?
  - a) Increased use of synthetic ingredients
  - b) Decreased consumer interest in sustainability
  - c) Rising demand for natural and organic products
  - d) Limited product customization options
  
4. Why is regulatory compliance important in the handmade cosmetic industry?
  - a) To increase production costs
  - b) To ensure product safety and legality
  - c) To limit consumer choices
  - d) To discourage innovation
  
5. What is a recommended strategy for new entrepreneurs in the handmade cosmetic sector?
  - a) Prioritize quantity over quality
  - b) Neglect regulatory compliance
  - c) Start small and scale gradually
  - d) Avoid engaging with customers
  
6. Which of the following activities can help entrepreneurs understand market trends in the handmade cosmetic industry?
  - a) Conducting market research
  - b) Ignoring consumer preferences
  - c) Avoiding social media
  - d) Relying solely on intuition
  
7. What is a common characteristic of sustainable packaging in the handmade cosmetic industry?
  - a) Single-use plastics
  - b) Non-recyclable materials
  - c) Biodegradable options
  - d) Excessive packaging



8. How can entrepreneurs build brand identity in the handmade cosmetic industry?
  - a) Avoid storytelling
  - b) Use generic branding
  - c) Develop a compelling brand story
  - d) Disregard consumer feedback
  
9. What is an essential consideration when selecting ingredients for handmade cosmetics?
  - a) Cost-effectiveness
  - b) Transparency and authenticity
  - c) Complexity and obscurity
  - d) Exclusivity
  
10. How can entrepreneurs stay updated on regulatory requirements in the handmade cosmetic industry?
  - a) Ignore regulations
  - b) Consult regulatory experts
  - c) Assume all regulations are the same globally
  - d) Neglect compliance altogether

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**Answer Key:**

1. b) Emphasis on quality and craftsmanship
2. c) Pharmaceuticals
3. c) Rising demand for natural and organic products
4. b) To ensure product safety and legality
5. c) Start small and scale gradually
6. a) Conducting market research
7. c) Biodegradable options
8. c) Develop a compelling brand story
9. b) Transparency and authenticity
10. b) Consult regulatory experts



## Section 1: Mapping of the Handmade Cosmetic Field

### Module 2: Market Analysis and Competitor Research

<b>Section title</b>	Mapping of the Handmade Cosmetic Field
<b>Module title</b>	Market Analysis and Competitor Research in relevant countries
<b>Partner</b>	Impact Hub, FDI, IED, EURASIA, ESICA
<b>Estimated Time</b>	10 Hours
<b>Learning Objectives</b>	<ul style="list-style-type: none"> <li>• Learning research methodologies for the handmade cosmetics market</li> <li>• Collecting and analyzing relevant market data</li> <li>• Understanding the importance of market research in business decision-making</li> <li>• Identifying key competitors in the handmade cosmetics industry</li> <li>• Analyzing competitors' strengths and weaknesses</li> <li>• Identifying opportunities for differentiation and improvement</li> <li>• Analyzing consumer behavior and preferences in the cosmetics market</li> <li>• Identifying trends and factors influencing consumer choices</li> <li>• Understanding the role of consumer feedback and reviews</li> </ul>

#### Sub-Chapters

- Conducting market research for handmade cosmetics in Sweden, Belgium, Greece, Turkey & Austria
- Analyzing competitors and identifying unique selling points in Sweden, Belgium, Greece, Turkey & Austria
- Understanding consumer preferences and demands in Sweden, Belgium, Greece, Turkey & Austria



## Market Analysis & Competitor Research in Sweden

### Market Growth & Consumer Demand

The Swedish cosmetics market is experiencing steady growth, fueled by consumer preferences for sustainable and natural products. This market trend is further characterized by a rising demand for products tailored to specific demographic needs, such as anti-aging and sun protection, as well as an increased interest in men's skincare products, reflecting broader global grooming trends. ([Kosmetica World](#)).



### Consumer Preferences

Swedish consumers increasingly favor products that are both effective and ethically produced. Swedes demand transparency in sourcing and manufacturing, with a strong preference for items certified as organic or natural. Additionally, there is a growing emphasis on customization and personalization, indicating that a significant segment of the market seeks products tailored to their specific skincare needs. ([Global Market Insights Inc.](#)).

### Imports and Supply Chain



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Sweden's cosmetics imports mainly come from France, Denmark, and Germany, accounting for 40% of total imports. The United States and other European countries also contribute significantly, bringing diverse and high-quality cosmetic products into the Swedish market. The average import price for cosmetics stood at \$22,091 per ton in 2022 ([IndexBox](#)).

### Market Trends

Online sales have surged, particularly during the COVID-19 pandemic, and are expected to remain a dominant channel due to their convenience. The market is also seeing a shift towards sustainable packaging solutions, with an emphasis on reducing plastic waste and enhancing recyclability. This shift aligns with global movements towards environmental sustainability ([Mordor Intel](#)).

### Future Opportunities

The Swedish cosmetics market offers opportunities for brands that focus on sustainability and innovation. Growth prospects include expanding into digital sales, leveraging technology to enhance personalized consumer experiences, and further developing products that comply with strict organic and natural certification standards. The industry is expected to evolve with advancements in technology like augmented reality and artificial intelligence, which may transform how consumers interact with products and personalize their experiences. ([Kosmetica World](#)).



### Competitor Research



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**In the Swedish handmade I cosmetics market there is not many large companies but there are several brands that stand out for their market presence within the natural cosmetic industry.**

**L:A Bruket:** Known for its use of natural and organic ingredients, L:A Bruket is based on the west coast of Sweden. It integrates traditional sea therapy practices, such as seaweed bathing, into its product formulations, which also feature calming scents derived from natural sources. The brand emphasizes the protective and nurturing qualities of its products, which are tailored to counter the harsh coastal conditions of its origins ([Vogue Hong Kong](#)).

**Estelle & Thild:** This Stockholm-based brand is highly regarded for its bioactive ingredients and exclusive raw materials, coupled with cutting-edge scientific research. Estelle & Thild's products are certified organic by Ecocert and target various skin concerns such as sensitivity and aging. It's a favorite among those who prefer clean beauty products ([Vogue Hong Kong](#)) ([Scandinavia Standard](#)).

**True Organic of Sweden:** This brand focuses on producing unisex skincare products that address a wide range of skin needs. True Organic of Sweden is known for its simple, effective formulations like the "All You Need is Me" cream, which has gained popularity for its versatility and effectiveness ([Scandinavia Standard](#)).

**Lush:** Although not Swedish in origin, Lush has a strong market presence in Sweden as well. Renowned for its ethical approach to production, including fighting animal testing and promoting handmade and fresh cosmetic products, Lush offers a broad range of items from bath bombs to skincare, all made with vegetarian or vegan formulas and ethical sourcing ([Lush](#)). This is also the only big brand in Sweden that is handmade.

Otherwise there is some smaller brands within the handmade section of the cosmetic industry. These include:

**Malin i Ratan:** Celebrated for its dedication to artisanal methods and organic materials, this brand champions the diverse craftsmanship of Swedish soap makers. It offers a varied selection of handmade soaps through its webshop, focusing on the benefits of natural ingredients and minimal packaging, tailored to enhance the daily skincare ritual.

**Habiba:** Nestled in a quaint workshop in Stockholm, this family-founded brand commits to purity, utilizing only raw, natural ingredients for their skincare products. Their approach is grounded in the belief that personal care items should be as natural as the wholesome foods they consume, emphasizing a back-to-basics philosophy in their traditional soap making.

## Consumer trends



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**Understanding consumer preferences and demands within the Swedish handmade cosmetics market involves looking at several key trends and influences that shape buying behavior:**

**Natural and Organic Products:** Swedish consumers increasingly prefer cosmetics that are made with natural and organic ingredients. This preference is driven by a broader global trend towards health and wellness, as well as a local cultural inclination towards sustainability and environmental consciousness. Products that offer clear, verifiable claims about organic sourcing or ecological benefits tend to be favored ([Global Market Insights Inc.](#)).

**Ethical Production and Sustainability:** There is a strong demand for ethically produced goods that support fair labor practices and minimal environmental impact. This includes interest in zero-waste products, sustainable packaging solutions, and cruelty-free testing. Brands that effectively communicate their commitment to these values tend to resonate more with Swedish consumers ([Mordor Intel](#)) ([Global Market Insights Inc.](#)).

**Customization and Personalization:** With the rising influence of technology in beauty and personal care, Swedish consumers are showing an interest in products that can be customized to their specific skincare needs. This could range from personalized skincare regimens based on dermatological assessments to cosmetics that match individual skin tones precisely ([Global Market Insights Inc.](#)).

**Gender-Neutral Products:** There is a growing segment of the market that prefers gender-neutral cosmetics, reflecting broader social trends towards gender inclusivity. Products marketed without specific gender targeting are becoming popular, appealing to consumers who are looking for quality and effectiveness over traditional gendered marketing ([Kosmetica World](#)).



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**Health-Conscious Choices:** Beyond just external application, Swedish consumers are interested in how cosmetics affect their overall health. Products that are dermatologically tested and free from harmful chemicals are highly valued. The rising trend of clean beauty—cosmetics free from toxic ingredients—is particularly strong in Sweden ([Global Market Insights Inc.](#)).



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## **Market Analysis & Competitor Research in Belgium**

### **Market Research**

Market research in the handmade cosmetics sector in Belgium involves analyzing consumer preferences, competitor products, pricing strategies, and distribution channels. Conducting surveys, focus groups, and studying market trends can provide valuable insights into consumer behavior and market dynamics.

### **Market Growth & Consumer Demand**

The demand for handmade cosmetics has been steadily increasing due to growing consumer preferences for natural, organic, and sustainable products. According to Statista, the organic cosmetics market in Belgium was valued at approximately €49 million in 2020 and is projected to continue growing. Consumers are increasingly seeking products that are free from harmful chemicals and offer additional benefits such as cruelty-free and vegan formulations.

### **Consumer Preferences**

Belgian consumers tend to prioritize natural and eco-friendly ingredients in their cosmetic products. They are also concerned about ethical factors such as animal testing and sustainability. According to Mintel, there is a rising demand for personalized skincare solutions tailored to individual needs and preferences.

### **Imports and Supply Chain**

Belgium imports a significant portion of its cosmetics, including handmade products, from other EU countries and beyond. The supply chain for handmade cosmetics involves sourcing raw materials, manufacturing, packaging, and distribution. Ensuring transparency and ethical sourcing practices in the supply chain is becoming increasingly important to consumers.

### **Market Trends**

Some emerging trends in the handmade cosmetics sector in Belgium include the use of innovative ingredients such as botanical extracts, essential oils, and plant-based alternatives to synthetic chemicals. Personalization, eco-friendly packaging, and zero-waste initiatives are also gaining traction.

The handmade cosmetics industry in Belgium, like in many other countries, is a niche sector that has gained popularity due to increasing consumer interest in natural, organic, and sustainable beauty products. Handmade cosmetics are often crafted in smaller batches, using natural ingredients and avoiding synthetic chemicals. Here are some key points about the handmade cosmetics industry in Belgium:

- **Artisanal Craftsmanship:** Handmade cosmetics in Belgium are typically created by artisans, crafters, and small-scale entrepreneurs who emphasize the use of high-quality, natural ingredients. This approach aligns with the growing demand for products that are free from harmful chemicals.



- **Natural and Organic Focus:** Many handmade cosmetics producers in Belgium emphasize the use of natural and organic ingredients, avoiding synthetic additives, preservatives, and fragrances. This aligns with consumer preferences for products that are perceived as safer and more environmentally friendly.
- **Product Range:** Handmade cosmetics in Belgium can include a wide range of products, such as soaps, skincare products (such as moisturizers, serums, and balms), hair care products, bath products (bath bombs, salts), and even makeup items (lip balms, foundations, etc.).
- **Local Sourcing:** Some Belgian handmade cosmetics brands highlight their use of locally sourced ingredients, supporting local farmers and promoting sustainability. This emphasis on locality can also appeal to consumers looking for products with a smaller carbon footprint.
- **Small Batch Production:** Handmade cosmetics are often produced in small batches to ensure quality and freshness. This can lead to unique product offerings that may not be mass-produced.
- **Eco-Friendly Packaging:** In line with sustainability efforts, many handmade cosmetics brands in Belgium focus on using eco-friendly packaging materials, reducing waste, and promoting recycling.
- **Marketplaces and Fairs:** Handmade cosmetics producers often sell their products through local markets, fairs, online platforms, and specialized shops. These avenues provide exposure to a niche consumer base interested in unique and natural beauty products.
- **Challenges:** While the handmade cosmetics industry has its appeal, it can also face challenges related to regulations, quality control, and competition from larger cosmetic companies. Compliance with cosmetic regulations and ensuring consistent quality can be particularly important.
- **Consumer Awareness:** Educating consumers about the benefits of handmade cosmetics, the use of natural ingredients, and the transparency of production processes can be crucial for building trust and loyalty.

## Future Opportunities

The handmade cosmetics sector in Belgium presents several opportunities for growth and innovation. These include expanding product lines to cater to specific skin types or concerns, tapping into niche markets such as men's grooming or baby care, and leveraging e-commerce platforms to reach a wider audience both domestically and internationally. Collaborations with local artisans, influencers, and beauty professionals can also enhance brand visibility and credibility.

## Competitor Analysis



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The number of major companies in the handmade cosmetics industry is growing, in line with the rising sales and volume of the Belgian market. Flanders, Wallonia, and Brussels have a number of initiatives. Here are a few wise practices to take note of:

## Oh Lou Lou !

Oh Lou Lou is a fresh start-up company based in Brussels that produces organic and vegan, luxurious, handmade beauty products made of pure, unprocessed, raw and mostly edible ingredients.



Suzana, a mother and civil engineer in computer science, abandoned her position as director at Microsoft three years ago to pursue natural health and cosmetology. It all began with the establishment of a blog, followed by the manufacture of certain things for her, her family, her friends, and, eventually, everyone!

Oh Lou Lou® is a new Belgian company that produces artisanal, small-batch organic cosmetics in Brussels and has earned the Ecogarantie® seal of approval. The company promises a large selection of uncomplicated, transparent goods with unquestionable compositions that are good for our skin, efficient, and considerate of the environment.

All the components are raw, unprocessed, and pure, with scientifically proven therapeutic powers, but most importantly from nature and organic farming or wild harvesting authorized, with the exception of endangered species, thanks to a rigorous and meticulous selection without compromising on the raw materials.





Because of new, original, and one-of-a-kind formulas in Belgium that include no additional water, alcohol, or animal ingredients. Committed customers can expect "100% natural active ingredients, without animal testing, and vegan" from the firm. Oh Lou Lou® goes above organic certification criteria by providing minimalist packaging made from recycled and recyclable materials.

Their motto is "ZERO chemicals. ZERO preservatives, ZERO stabilizers, ZERO fragrance."

### **Miklo Body Care**

Miklo Bodycare was founded on the principle of fusing science with conventional botanicals to transform them into potent skincare. Miklo concentrated on composition that was only organically extracted; for example, castor oil is a direct source of the active chemicals that fight odours, and all-natural fragrances are made with freshly blended essential oils. All products are presented as cruelty-free and vegan.



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MIKL.bodycare aims for a truly local approach. Creating handcrafted cosmetics in Belgium is at the heart of their business. They use organic sunflower oil from France and grapeseed oil recycled from the wine and jus business.

The packaging has been designed with no or -plastics in mind since the brand's inception, and they are continuing with this dedication with their deodorants, which are packaged in biodegradable and practical push-up tubes.

## SQON

SQON is a Belgian venture aimed at creating plant-based bath products. They want things with a narrative and a calming aesthetic that are sustainable and low-waste.

The SQON team organizes short workshops and assists European businesses and manufacturers. Local talent will be recognized as well. Producers want to do things differently, better, and more mindfully - for both customers and the environment.



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SQON was born out of a desire for a slower pace of life and more conscious consumption. But it also stems from a fondness for beauty routines and the crafts that go with them. Their team is made up of two amicable couples who are passionate about entrepreneurship.

### Bobone

The Ardennes is more than woods and boar sausages. Beauty therapist and make-up artist Charlotte Renard launched her own natural cosmetics line in the tiny village of Our three years ago. The products are inspired by grandmothers' beauty rituals and are handmade with natural, organically grown, mainly locally sourced ingredients. She offers skincare, soap, body scrubs, lip balm and deodorants. Customers can also book a workshop in her atelier.

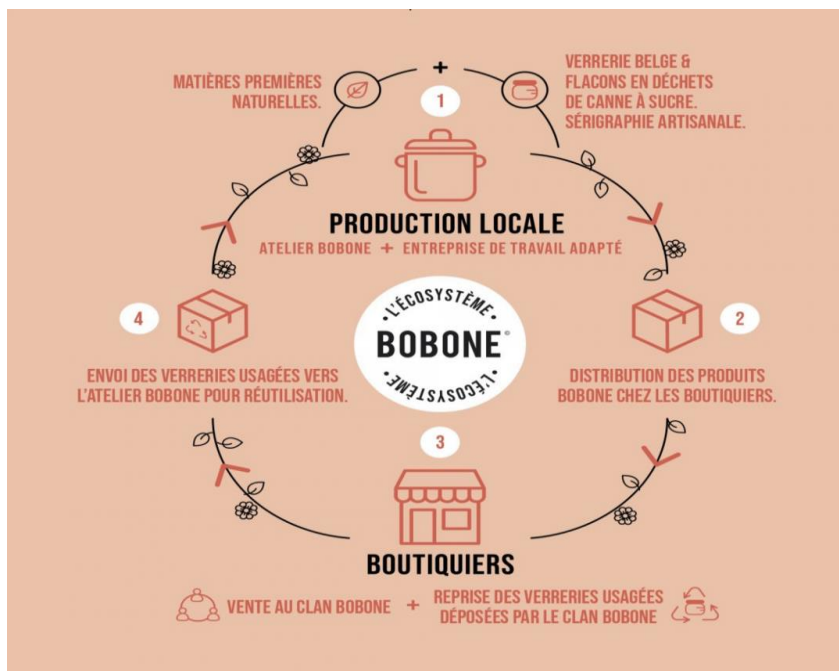


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Bobone is a clan that defends the same values of honesty, listening, and sharing to promote well-being in harmony with nature. Ingredients are mostly from organic farming. Products are made of natural raw materials and do not contain synthetic or paraben. During production, animals are not used for testing, and over-packaging is avoided. Sustainable materials such as zero waste/reusable glass containers are being used in most of the packaging.



## CÎME

CÎME is a Belgian brand that focuses on natural and organic skincare products. They emphasize sustainably sourced ingredients and contribute a portion of their profits to social and environmental projects.



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To make skin seem beautiful and healthy, they employ natural and certified organic products. Ecocert Greenlife certification. Their products were created to be highly effective while being gentle on the skin and suitable for all skin types. Their skincare line helps clients to be environmentally mindful without sacrificing rich textures, smells, or excellent skin results.

CIME hosts seminars where consumers may expect expert and, most importantly, personalized natural skin care advice tailored to their skin type. Customers will follow their instructions to complete a full face and hand care routine.



## Habeebee

Habeebee expresses a virtuous model of society that tends towards more harmony and coherence in our lifestyles and consumption. By offering good, fair, and true skincare products, in balance with living organisms and more particularly with bees.

Habeebee entrepreneurs settled in November 2020 in an old bakery. Tedy, the soap maker, uses all his know-how and precision to make soaps, oils, balms, and candles. Each formula is developed with patience and passion to bring the best of the hive into human lives and highlight the benefits of beeswax and propolis, 2 treasures of the hive that are at the heart of



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our formulas. Certified ORGANIC by Certisys, Label ECOGARANTIE, the products are biodegradable, without parabens, silicone, paraffin, or other petrochemical derivatives.



Today, Gisèle has joined Tedy at a gallop to strengthen production! This former rider, as light as a feather twirls among soaps and bees.

The cold saponification soap is distinguished by the use of cold-pressed oils. It is the gentlest way to clean our skin. It contains natural glycerine that is kept during the manufacturing process, as well as 8% surgras made of olive oil and beeswax. While an industrial soap is hot pressed, the oils are not respected since they lose their characteristics when heated. There are no sugars in these commercial soaps, and the glycerin has been eliminated.



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Habeebe soaps are unique in that they are soothing, healing, and powerful. They endure a long time and do not dissolve in the shower because of the beeswax.

### Understanding Preferences and Demands

In Belgium, consumers exhibit a strong inclination towards natural and organic cosmetic products, driven by concerns about health, sustainability, and environmental impact. Eurostat surveys indicate that a significant majority of Belgians prefer environmentally friendly or naturally derived products. This preference has propelled the success of Belgian handmade cosmetics brands like RainPharma and CÎME, which have garnered popularity by emphasizing their use of natural ingredients and eco-friendly practices.

Moreover, Belgian consumers are increasingly drawn to ethical and sustainable practices in the cosmetics industry. Mintel's research reveals that a considerable portion of Belgian consumers actively seek cruelty-free and ethically sourced products. Handmade cosmetics brands that prioritize ethical sourcing and sustainability, such as LUSH, have thrived in the Belgian market by aligning with these consumer values and preferences.

The demand for personalized skincare solutions is also on the rise in Belgium, with consumers seeking tailored products that cater to their individual skin types and concerns. Mintel reports indicate a strong interest in personalized skincare among Belgian consumers, driving the success of brands like Nomige, which offer customized skincare formulations based on DNA analysis.

Furthermore, Belgian consumers value locally-made products and support small-scale artisans and producers. Nielsen's research underscores the preference for locally produced goods among Belgian consumers, paving the way for the success of handmade cosmetics brands like Les Ânes d'Autan, which emphasize local heritage and craftsmanship in their offerings.

Transparency and ingredient integrity are paramount for Belgian consumers when choosing cosmetic products. Ipsos surveys highlight the importance of ingredient transparency on product labels for Belgian consumers. Brands like CÎME have capitalized on this trend by providing detailed information about ingredient origins and benefits, fostering trust and loyalty among consumers.

By understanding and responding to these preferences and demands, handmade cosmetics brands can effectively engage Belgian consumers, differentiate themselves in the market, and drive sustained growth and success.

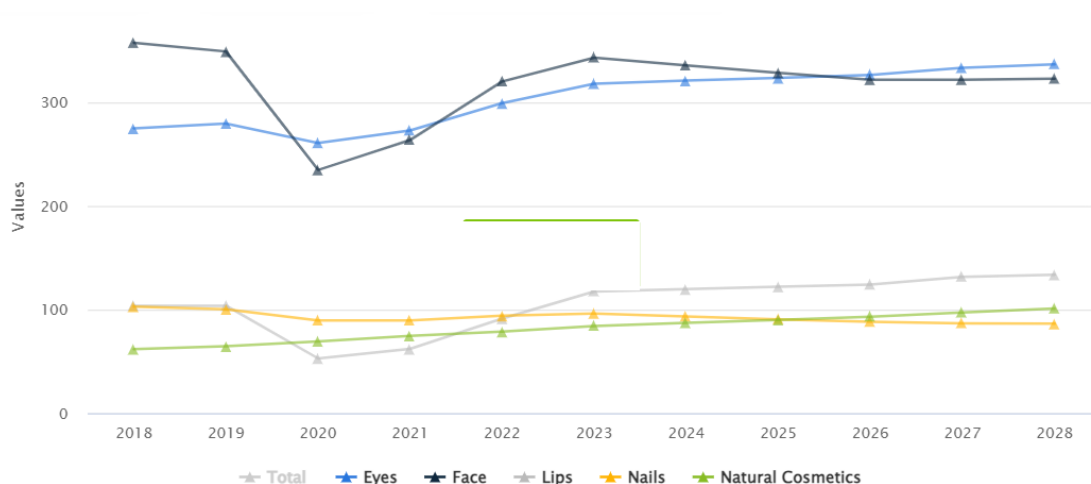


## Market Analysis & Competitor Research in Greece

The market research on handmade cosmetics in Greece reveals a landscape rich with opportunities driven by the country's unparalleled natural ecosystem and biodiversity. With over 6500 plants and 1400 endemics, Greece offers a treasure trove of bioactive ingredients, inspiring a growing demand for natural and organic beauty products. The cosmetics industry in Greece, governed by Legislative Directive 76/768/EEC, caters to a diverse consumer base, with women historically dominating consumption but with an emerging male market. Despite economic fluctuations, the industry maintains stable sales, prompting companies to adapt strategies, including increased online marketing.

In 2024, the cosmetics market in Greece continued its upward trajectory, reaching €191.40 million in revenue (Statista market insights). Notably, everyone contributed €18.58 to the cosmetics market, indicating a significant per capita expenditure. With a growing preference for natural and organic cosmetics, accounting for 56% of sales, Greece's market landscape is evolving to accommodate this demand. To maintain competitiveness, companies are focusing on specialized products, including handmade cosmetics, in response to evolving consumer preferences for healthier options. Despite challenges, such as economic downturns affecting consumer spending, the cosmetics industry in Greece demonstrates resilience and adaptability, presenting ample opportunities for brands to innovate and cater to the thriving market segment prioritizing authenticity and wellness.

As shown in the picture below, based on Statista Market Insights, the use of natural cosmetics tends to increase throughout the years, anticipating reaching the higher levels by 2028.



Notes: Data shown is using current exchange rates and reflect market impacts of Russia-Ukraine war.

Most recent update: Mar 2024

Source: Statista Market Insights



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## 2. Analysing the competitive landscape in Greece

Analysing the competitive landscape in Greece's handmade cosmetics sector reveals a diverse market populated by both established players and emerging artisans. With a focus on natural and organic ingredients, brands vie for consumer attention through innovative formulations and authentic storytelling.

### Nymphes cosmetics



Nymfes Cosmetics, inspired by the breathtaking landscapes of Greece, crafts eco-conscious cosmetics blending science and creativity, paying homage to Greek mythology through their products named after the divine spirits, the Nymphs. Their founder's background in chemistry and pharmaceutical R&D drives the meticulous formulation of each product, offering luxurious yet sustainable alternatives that embrace the beauty of imperfections.

### ThalaSea Handmade Cosmetics



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ThalaSea is a Greek company based in Heraklion Crete. Their products are crafted with care and dedication and are meticulously formulated to rejuvenate the body and uplift the spirit. They offer handmade health, wellness and beauty products for women and men of all ages.

## Hazel Cosmetics



Handmade zero waste cosmetics such as organic olive oil soaps and solid shampoos, created in Greece, from 100% natural ingredients of high quality for a wonderful feeling, intense fragrance and natural skin care.

## Sapon Cosmetics



They create handmade high quality care products, with nature's pure materials. They use Greek olive oil, herbs and citrus, tested ingredients and raw materials that suit every skin type with moisturizing and healing properties.

## Kalliope's



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As a family business nestled in a mountain village, Kalliope's focus is on providing a healthy and ethical alternative to commercial cosmetics, driven by their commitment to pure botanical extracts sourced from wild plants or organic farming. Combining traditional botany with modern scientific research, they continuously evolve their formulations, prioritizing sustainability by minimizing energy consumption and pollutant production in their harvesting and manufacturing processes.

## Apeiranthos skin



Apeiranthos is a company which produces natural and handmade skin products using ingredients which are natural and free of synthetic ingredients such as dyes, fragrances, and parabens. Apeiranthos believes in the power of nature.

## Greets-Born in Greece



GREETS is a natural cosmetics brand with products based on Greek organic olive oil, Mediterranean herbs and natural extracts.

## Unique selling points (USPs) for the above competitors

A unique selling point (USP) is crucial for businesses as it defines their distinct position in the market, highlighting the value they offer and the problems they solve compared to competitors. Clearly communicating a strong USP helps customers differentiate between options and drives them to choose your product or service over others, ultimately enhancing your marketing effectiveness and attracting new customers.



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1. **Nymfes Cosmetics:** The unique selling point of Nymfes Cosmetics lies in its fusion of Greek nature-inspired luxury with eco-consciousness and scientific precision. By drawing from the enchanting landscapes and mythological heritage of Greece, combined with meticulous formulation rooted in pharmaceutical R&D, Nymfes offers a distinctive range of handcrafted products that celebrate tradition, mythology, and sustainability, inviting customers to experience the essence of Greek nature in every use.
2. **ThalaSea:** The unique selling point of ThalaSea lies in its commitment to crafting handmade health, wellness, and beauty products inspired by the rich natural resources of Greece, particularly Heraklion Crete.
3. **Hazel cosmetics:** Crafted with love in Greece, these products, such as organic olive oil soaps and solid shampoos, offer customers a luxurious experience while minimizing environmental impact. By using 100% natural ingredients of high quality, these cosmetics deliver a wonderful feeling, intense fragrance, and effective natural skincare, catering to environmentally conscious consumers who seek both indulgence and eco-friendly alternatives in their beauty routines.
4. **Sapon Cosmetics:** The unique selling point of their handmade high-quality care products lies in their devotion to natural cosmetics and the use of nature's materials and pure raw materials, especially olive oil.
5. **Kalliope's:** The unique selling point of Kalliope's products stems from their status as a family business, operating out of a small workshop in a mountain village, and their dedication to offering a healthy and ethical alternative to commercial industrial products.
6. **Apeiranthos skin:** By harnessing the power of nature, Apeiranthos offers customers skincare solutions that prioritize purity and authenticity, providing peace of mind and tangible benefits for skin health.
7. **Greets-Born in Greece:** The unique selling point of GREETS lies in its focus on natural cosmetics crafted from Greek organic olive oil, Mediterranean herbs, and natural extract

### 3. Understanding consumer preferences and demands In Greece

Greek consumers exhibit a strong inclination towards cosmetics made with natural and organic ingredients, reflecting a broader trend towards authenticity and wellness. Handmade cosmetics that highlight locally sourced botanicals, traditional remedies, and sustainable practices resonate deeply with consumers, aligning with their desire for genuine products.



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Moreover, Greece's rich cultural heritage influences consumer preferences, with products inspired by ancient beauty rituals, mythology, and natural landscapes evoking a sense of pride and connection. Quality and efficacy are paramount for Greek consumers, who prioritize handmade products offering tangible benefits such as hydration, nourishment, and skin health improvement. Aromas and fragrances hold significant importance, with Greeks valuing sensory experiences that evoke emotions and memories. Packaging and presentation play a crucial role, with artisanal products adorned in eco-friendly, visually appealing packaging reflecting the brand's commitment to sustainability and craftsmanship. Additionally, offering personalized and customizable options enhances consumer engagement, allowing Greek consumers to tailor products to their individual needs and preferences, fostering stronger connections between brands and their audience.

In summary, despite Greece's favourable environment for the natural cosmetics industry, few companies have effectively understood consumer needs. Research indicates that consumers place significant importance on the country-of-origin of products. Therefore, it's recommended that companies highlight the region of their ingredients through packaging and marketing strategies, emphasizing the purity of the production process. By promoting the harvest and production of natural ingredients, firms can appeal to both traditional and younger consumers. Additionally, Greek natural cosmetics companies should prioritize controlling the sources of consumer information, particularly word-of-mouth through social media. The research underscores the powerful influence of word-of-mouth on consumer perceptions, highlighting the need for companies to actively manage their online reputation.

#### 4. SUMMARY

The handmade cosmetics market in Greece continues to thrive, driven by evolving consumer preferences towards natural, sustainable, and locally crafted products. With a burgeoning array of artisanal brands and established players competing for market share, the industry is characterized by innovation, authenticity, and a commitment to ethical principles. As consumer awareness regarding the benefits of handmade cosmetics grows, the market is poised for further expansion, presenting opportunities for both established brands and emerging entrepreneurs to capitalize on this burgeoning trend.



## **Market Analysis and Competitor Research in Turkey**

Turkey's rich heritage of natural remedies and growing consumer preference for organic beauty products create a fertile ground for the handmade cosmetics market. However, navigating this promising market requires a strategic approach. This module discusses the key aspects of market analysis and competitor research specific to the Turkish handmade cosmetics landscape. By understanding the overall market size, growth trajectory, and consumer preferences for natural ingredients and ethical sourcing, we can establish a strong foundation for your brand. It will be discussed competitor analysis, exploring established players like RAQUN and BABOON natural. Identifying their strengths, weaknesses, and unique selling propositions will equip you to differentiate your brand and carve a successful niche within the Turkish handmade cosmetics market.

### **1. Conducting Market Research for Handmade Cosmetics in Turkey**

The handmade cosmetics market has experienced significant growth in recent years, fueled by a rising consumer preference for natural and organic products. Turkey, with its rich heritage of herbal remedies and traditional beauty practices, presents a promising landscape for this market segment. However, to ensure success, businesses venturing into handmade cosmetics in Turkey must conduct thorough market research (Yildiz et al., 2018). This chapter outlines the key steps involved in conducting effective market research for handmade cosmetics in the Turkish market.

#### **Understanding the Market Landscape**

The Turkish cosmetics market offers a promising landscape for handmade cosmetics. Industry sources like Beauty Istanbul estimate the market at around €5.5 billion (Beauty Istanbul, n.d.). More recent data from Euromonitor International suggests a current value of TRY8.0 billion (Turkish Lira) with a Compound Annual Growth Rate (CAGR) of 10.9% from 2013 to 2018 (Euromonitor International, 2023). This indicates a sizeable and growing market for cosmetics in Turkey.

Isolating data specifically for the handmade cosmetics sector might be challenging. However, we can leverage insights from related segments. Deloitte's industry analysis highlights the surge in demand for natural and organic cosmetics in Turkey, reaching TRY5.0 billion in sales production from 2013 to 2018 (Deloitte, n.d.). This growth within the natural segment, further supported by research from Yildiz et al. (2018) on the increasing trend towards natural cosmetics in Turkey, suggests potential for handmade cosmetics that emphasize similar qualities.

### **2. Analyzing Competitors and Identifying Unique Selling Points in the Turkish Handmade Cosmetics Market**



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The promising landscape of the Turkish handmade cosmetics market necessitates a thorough analysis of your competitors and the identification of a unique selling proposition (USP) to differentiate your brand (Yildiz et al., 2018). This chapter explores strategies for competitor analysis and outlines methods for crafting a compelling USP for your handmade cosmetics brand in Turkey.

## Analyzing the Competitive Landscape in Türkiye

### RAQUN:



RAQUN is a relatively new brand in the Turkish handmade cosmetics market, founded in 2020. Their focus lies on natural and organic skincare products, utilizing plant-based ingredients and eco-friendly packaging. They offer a range of products for face, body, and hair care, catering to a customer segment seeking natural beauty solutions with a modern touch (RAQUN, n.d.).

### BABOON natural:



BABOON natural is a handmade cosmetics brand that emphasizes the use of raw, unprocessed ingredients. They offer a variety of skincare products, including soaps, creams, serums, and masks, all made with natural oils and botanical extracts. Their focus on minimalism and transparency resonates with customers seeking authentic, unadulterated products (BABOON natural, n.d.).

### Fermente Mutfağım:



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Fermente Mutfağım, which translates to "My Fermented Kitchen," is a unique brand that blends fermentation techniques with natural ingredients to create skincare products. They offer a range of fermented serums, masks, and moisturizers, appealing to customers interested in innovative and effective natural skincare solutions (Fermente Mutfağım, n.d.).

### Agarta Bitkisel Kozmetik:



Agarta Bitkisel Kozmetik, meaning "Agarta Herbal Cosmetics," is a brand that emphasizes the use of traditional herbal remedies and natural ingredients. They offer a variety of skincare products, including soaps, creams, and toners, inspired by ancient Anatolian beauty practices (Agarta Bitkisel Kozmetik, n.d.).

### Identifying Competitors:

International Brands: Investigate the presence of international handmade cosmetics brands in Turkey. Look for companies with a focus on natural ingredients or ethical sourcing that might compete for a similar customer base. Analyze their brand image, marketing strategies, and distribution channels to understand their approach to the Turkish market. Utilize online marketplaces like Etsy or Trendyol to discover international brands gaining traction among Turkish consumers.



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### Competitive Analysis Techniques:

**SWOT Analysis:** Conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) for your main competitors. This will help you identify their strengths and weaknesses, allowing you to capitalize on any potential opportunities and develop strategies to mitigate their threats (Boyer & Verma, 2020).

**Example:** A competitor's strength might be a well-established brand reputation and a wide product range. However, a weakness could be limited distribution channels outside major cities. This presents an opportunity for your brand to focus on online sales or partnerships with local retailers in smaller towns.

**Benchmarking:** Benchmark your brand against leading competitors in terms of product quality, customer service, pricing strategies, and marketing effectiveness. This will help you identify areas for improvement and ensure your brand remains competitive in the market (Uzun et al., 2019).

### Identifying Your Unique Selling Proposition (USP)

A strong USP sets your handmade cosmetics brand apart from competitors and resonates with your target audience. Here are some factors to consider when crafting your USP:

#### Product Differentiation:

- **Ingredients:** Do you utilize unique or locally sourced botanical ingredients?
- **Product Line:** Do you specialize in a specific skin type, hair care concern, or cater to a particular gender with a wider range of products?
- **Formulations:** Do you offer innovative or traditional formulations not readily available from competitors?
- **Brand Values:**
- **Sustainability:** Do you prioritize eco-friendly packaging or source ingredients through fair-trade practices?
- **Ethical Sourcing:** Do you offer cruelty-free products and advocate for ethical treatment of animals in production?
- **Community Focus:** Do you support local communities or artisans through your sourcing practices?

**Example:** Imagine your brand focuses on handmade soaps using traditional Anatolian recipes and ethically sourced olive oil. Your USP could be "Luxurious, all-natural soaps handcrafted with generations-old recipes and a commitment to sustainability."

### 3. Consumer Demographics and Preferences



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Identifying your target customer base for handmade cosmetics in Turkey requires consideration of several demographic factors. Turkey boasts a young and dynamic population, with a median age of around 31 years (Worldometer, 2024). This suggests a potential market for both trendy and anti-aging handmade cosmetic products depending on your brand focus. The beauty and personal care industry caters to a wide range of genders. While makeup might traditionally target women, handmade cosmetics can encompass a broader spectrum of products for both men and women. Researching popular beauty routines and product usage within your target demographic is crucial.

According to the World Bank (2024), Turkey's upper-middle-income classification suggests a growing consumer base with disposable income for premium-priced handmade cosmetics. While major cities like Istanbul, Ankara, and Izmir offer higher disposable incomes, a broader national market might exist depending on your distribution strategy.

Consumer preferences play a significant role in shaping the handmade cosmetics market. Research by Yildiz et al. (2018) confirms a growing trend towards natural cosmetics in Turkey, with a potential preference for locally sourced botanicals. Consumers are increasingly environmentally conscious, so look for research on preferences for eco-friendly packaging and sustainable sourcing practices within the Turkish market. Finally, the rise of cruelty-free practices and fair trade principles is a global trend. Investigate existing research or conduct surveys to gauge consumer awareness and preference for ethically sourced ingredients in Turkish cosmetics. By combining data on the overall market size, growth within the natural product segment, consumer demographics, and evolving preferences, you can effectively position your handmade cosmetics brand for success in the Turkish market.



## **Market Analysis and Competitor Research in Austria**

### **Market Research**

The Austrian cosmetics market is a reflection of global trends in consumer behavior and market dynamics. It is distinguished by a consistent increase in consumer demand and a noticeable shift towards sustainable and handmade beauty goods. By combining the knowledge from multiple sources, we are able to create a thorough market analysis that highlights the imports, market trends, consumer preferences, the handmade cosmetics industry, and the prediction for the future.

### **Market Growth & Consumer Demand**

Since 1999, Austria's cosmetics industry has grown steadily at a rate of 4.1% per year, placing the country 25th in the world in terms of demand for cosmetics and beauty goods. With consumers becoming more interested in eco-friendly beauty goods, the handmade cosmetics industry in particular has become one of the fastest-growing segments of the industry. Revenues in this area have increased by 60% over the last ten years, and estimates indicate that by 2028, the market will have grown by 25 points to a maximum value of \$75.9 million.

### **Consumer Preferences**

Austrian consumers have a significant preference for skincare goods (65%), bath and shower products (80%), and oral and dental care products (83%). This demand distribution gives important information about possible areas of concentration for both new and current market participants, especially in the handcrafted cosmetics industry.

### **Imports and Supply Chain**

Germany is the biggest provider of cosmetics in Austria, making up a sizeable portion of the country's total imports. Germany's imports of cosmetics have increased in value and volume, which may be due to Austria's strong demand for German-made cosmetics as well as the close economic links between the two nations. There have been variations in the average import price of cosmetics, with costs from various source countries differing significantly. The wide range of origins from which cosmetic items reach the Austrian market, each with a unique price point and consumer appeal, is highlighted by the fluctuating import prices.

### **Market Trends**

The growing demand for premium, high-quality beauty and personal care products is indicative of the Austrian market's preference for these goods. Significant price rises from manufacturers and an innate consumer preference for premium over mass-market goods both promote this desire. Quality, sustainability, and ethical production are becoming more and more important to consumers in the Austrian market, as seen by the premiumization trend and the noticeable demand for handcrafted and sustainable cosmetics.

### **Future Opportunities**



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Numerous growth opportunities exist for companies operating in or planning to enter the Austrian cosmetics market, particularly in the handmade cosmetics sector, thanks to current trends and consumer preferences. There are opportunities to focus on sustainability and ethical production, develop product lines to target niche consumers, and use digital platforms for marketing and sales. The anticipated rise in online sales emphasizes how crucial e-commerce is as a means of connecting with and interacting with customers.

### Competitor Analysis

The number of key players on the handmade cosmetics sector is on the rise similar to the increasing revenues and volume of the market in handmade cosmetics in Austria. In the case of key players, Vienna, as the capital city and biggest economic center in the country, comes in first as the host of various companies. Some of the key players in the market are as follows:

#### The Viennese Soap Factory

The Viennese Soap Factory, or known by the locals, Wiener Seife is based in the third district of Vienna. Producing handmade various kinds of soap, such as hair soap, hand soap, toothbrush soap, the company uses coconut oil as its base and positions itself on the lines of a harmonious mixture of tradition and luxury.

The bars of soaps are packaged in a transparent parchment paper, giving the product an elegant and stylish look. The company also produces soaps under the name of famous people who lived in Vienna in the past.

Their website is: <https://wienerseife.at/>



#### Saint Charles Cosmetics

Having been located on a central location, Saint Charles Cosmetics provides various sorts of aromatherapy oils, bathing products, herbal supplements and perfumes. The company has its roots from 19<sup>th</sup> century pharmacy based in Vienna and now brands itself as a natural, healthcare cosmetics products catering for the needs of customers in a sustainable and quality way. Even though they are based in Vienna, the company has a number of locations across Europe and the World, being one of the important players in the market.



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Their website is: <https://saint-charles.eu/>



## Susanne Kaufmann

Having been founded in 2003 and started as a product supplier of a spa in a family hotel in Bregenz Forest, the Susanne Kaufmann brand has become one of the key players in handmade cosmetics sector in Austria. Their product portfolio ranges from body butters and body oils to shower and bath products. Their branding is based on the quality and use of various sustainable ingredients in their products, locating the brand among healthcare focused brands in the market.

Their website is: <https://de.susannekaufmann.com/>



## Botanicus Vienna

Based in Austria, Botanicus provides high quality oils and skin care products using raw materials produced in rural areas of Austria. Emphasizing their connection with the nature



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and their dedication to environmental sustainability, Botanicus draws a brand profile that is boutique and lively at the same time, reflecting the colours of the nature. They also emphasize that from field to the end-user, all the process is environmentally friendly and respectful of nature.

Their website is: <https://www.botanicus-vienna.at/wo/>



## AlleSeife:

The soap business CLAUDIA SCHNEIDER & PETER PIFFL (manu factum; Latin for "handmade") was established in Vienna in the year 2002. They employ a small workforce and do everything by hand, including the meticulous raw material selection, scent blending, boiling the natural soaps, label design, and product packing.

With their natural goods, packaging, and accessories—such as soap dispensers made of Styrian stone pine—they demonstrate their commitment to regionalism. They guarantee quick transportation routes and promote local jobs in this way.

Because of the significant devastation of rainforests caused by the industrial manufacturing of palm oil, many products do not contain this ingredient. They have also been the recipients of the Animal Fair Award since 2014. Because of this award, their whole product line is vegan.

## Understanding Preferences and Demands

Over the years, Austria's demand in handmade cosmetics has grown and changed significantly. However, no precise statistics exist regarding handmade cosmetics in the market. Hereby, a general idea of how Austria's demand for cosmetics is growing will be described. By using cosmetics, we can also gain an understanding of Austrians' perspectives on the subject.



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A variety of materials are used in cosmetics and body care products to cleanse, nourish, perfume, or modify one's appearance. Soap, fragrance, toothpaste, deodorant, creams, and makeup are some examples of these items.

In Austria, sales of cosmetics and personal hygiene items totaled EUR 1.89 billion in 2022. Although there were reductions during the COVID-19 epidemic, turnover has been steadily increasing over the last several years, and projections suggest that it will continue to rise. A study by Statista Consumer Market Outlook predicts that as early as 2023, the EUR 2 billion sales objective would be exceeded. In 2022, Austrians spent an average of EUR 207.3 per person on cosmetics and personal hygiene items. With 60.2 percent of sales coming from specialty pharmacy shops, these products are mostly sold through them. Important distribution channels for cosmetics and body care items include convenience stores and budget stores (26.4%), as well as specialty cosmetics stores and perfumeries (7%).

Personal care goods, which include shampoos, dental care and shower gels, are the biggest sales sector in the cosmetics market in terms of product segments, bringing in over EUR 900 million annually. At EUR 454 million, skin care items are closely followed by perfumes (EUR 255 million) and decorative cosmetics (EUR 270 million). All four segments saw sales growth in the range of 0.9 to 2.5 percent every year before to 2020. All segments saw a decrease in sales in 2020, but 2021 saw a significant recovery. Around 1,500 people are employed by 180 companies in Austria's cosmetics industry, which produces cosmetics and personal care goods (numbers for 2020). The gross value added of the cosmetics production industry in 2020 was around EUR 102 million, despite its relatively small size. In the same year, gross investments in the industry reached around EUR 10.4 million, a notable rise over the prior year. In 2020, there were 915 retail companies in Austria that distributed cosmetics and personal care items, with a workforce of about 15,600 people.

Online sales have grown in significance for the cosmetics industry, much like they have for other retail industries. In the Austrian cosmetics business, online channels constituted 18% of the total retail turnover in 2022 and 23% in 2023. In addition, compared to 2020, the online market for cosmetics and personal hygiene items saw a spending rise of more than 10% in 2021.



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