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PRESS RELEASE

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For Immediate Release

“Major organic brands in danger”

So says a new report by Mymarketmonitor.com and Imogen Matthews Associates into the natural and organic beauty market. The Report, ‘Natuorganics’ finds that the major brands are losing out to the niche, entrepreneurial newcomers as consumers demand what they consider to be purer products.

Mymarketmonitor.com, the force majeure in press marketing analysis, has joined forces with beauty industry guru, Imogen Matthews, to produce an exclusive in depth report into the natural and organic beauty sector.

In a sector rife with confusion, the UK press media report for Naturoganic beauty products clarifies the winners and losers in this fast-growing market.

Four major players have, historically, led the field – The Body Shop and Kiehl’s, (owned by L’Oreal) and Aveda and Origins (owned by Estee Lauder). They dominate the press advertising for this sector, but their editorial coverage is declining as the small, niche brands steal a march over them. Over 300, mostly privately owned, Naturoganics brands are identified.

The Report not only analyses Naturoganic’s press marketing in terms of editorial content, it also takes a close look at the brands’ advertising strategy. For example, the sector is driven by editorial, where Naturoganic is nearly ten times higher than advertising. The publications most likely to run editorial are pinpointed to help brands maximise their press marketing strategies and allow comparison with their competitors.

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Hair care: the next trend

With 48% of all Naturoganic brands' business based on skincare, the trend has yet to expand fully into haircare and other toiletries and cosmetics. The report forecasts haircare as a future trend in the Naturoganic sector, as technological problems in formulations are overcome.

Mymarketmonitor.com CEO Mike Ramsey comments, "The report's findings show that the smaller brands will continue to erode the larger companies' power base and dominate the editorial space. This leads to the opinion that the larger companies must embrace the natural trend more wholeheartedly"

Analysis Paralysis

Beauty Industry Commentator, Imogen Matthews comments: "The report is designed for both in depth research and 'bite sized' pointers to ensure key findings are easily identified. For those who wish to get straight to the point, it protects them from the 'analysis paralysis' so often associated with market research reports."

The underlying data behind this report is available as a download for those wanting more detail for in-house analysis. Quarterly updates are planned to provide the very latest information on current trends.

The report is available at £500 plus VAT in PDF, hard copy and PowerPoint formats or £650 including updates

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Editor's note: further details of the Report can be found on:

<http://www.mymarketmonitor.com/Home/naturoganics.html>

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