

# **IPTT / PhytoTrade**

## **INP COSMETICS MARKET SNAPSHOT RESULTS**

**January 2013**





# INTRODUCTION



# Introduction

The Indigenous Plants Task Team (IPTT) in collaboration with PhytoTrade Africa has requested Survey Warehouse to conduct a rapid assessment of the usage of and attitudes towards natural and organic cosmetics in the Namibian market, limited to Windhoek.

This assessment is part of a wider initiative to better understand the national market for indigenous plant products.

The survey will identify gaps and provide essential information for decision making that will lead to the development of a strategy to support small and medium sized enterprises (SMEs) in Namibia.

# Objectives

The study collected and interpreted data/information from personal care professionals and targeted consumers of cosmetics in order to obtain insights into the current market situation and to better understand the national market potential for indigenous plant cosmetic products.

# CONSUMER SNAPSHOT SURVEY



# Sample

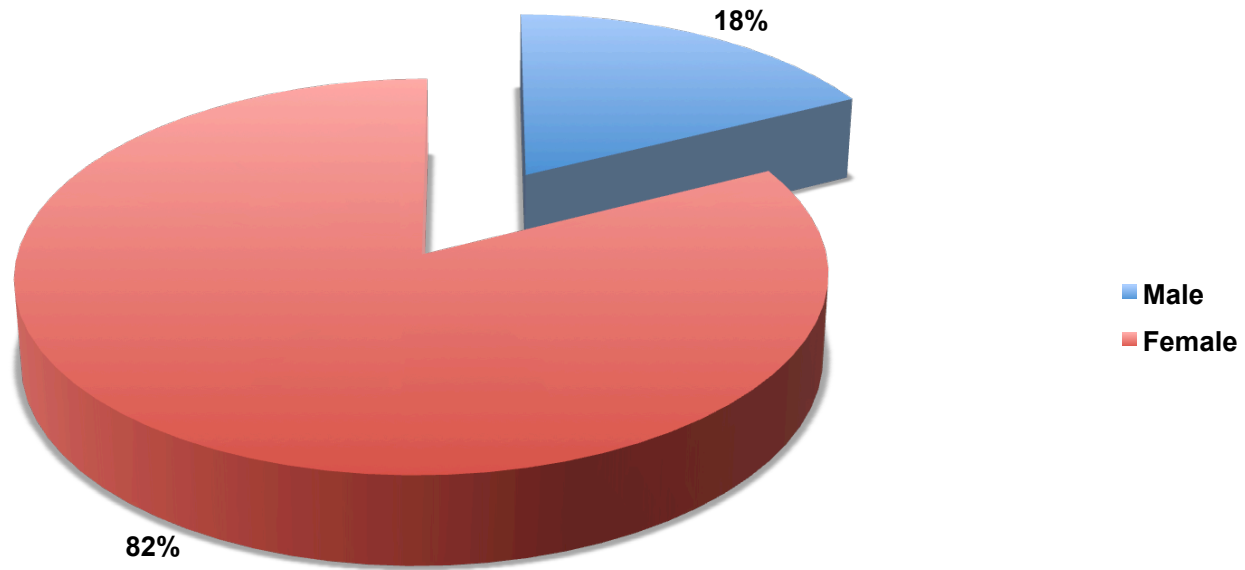
250 Intercept interviews were conducted at Maerua Mall with potential customers exiting The Body Shop and Clicks.

Interviews were conducted on a Thursday, a Friday and a Saturday, to ensure a spread respondents during both peak and off-peak shopping times.

It is important to note that The Body Shop had far less clientele than Clicks, and slightly more interviews had to be completed at Clicks to ensure the target sample was realised.

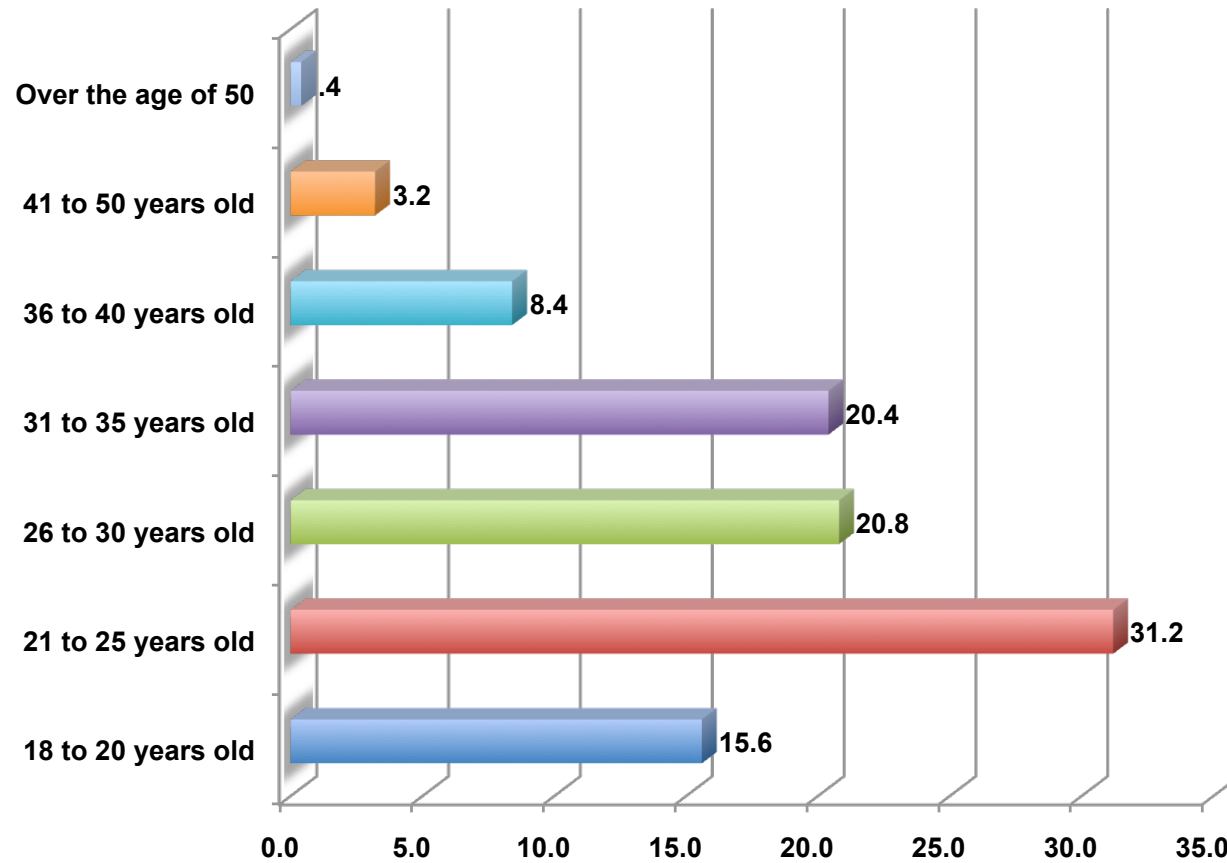
# SAMPLE BIOGRAPHICS

# Participant Gender

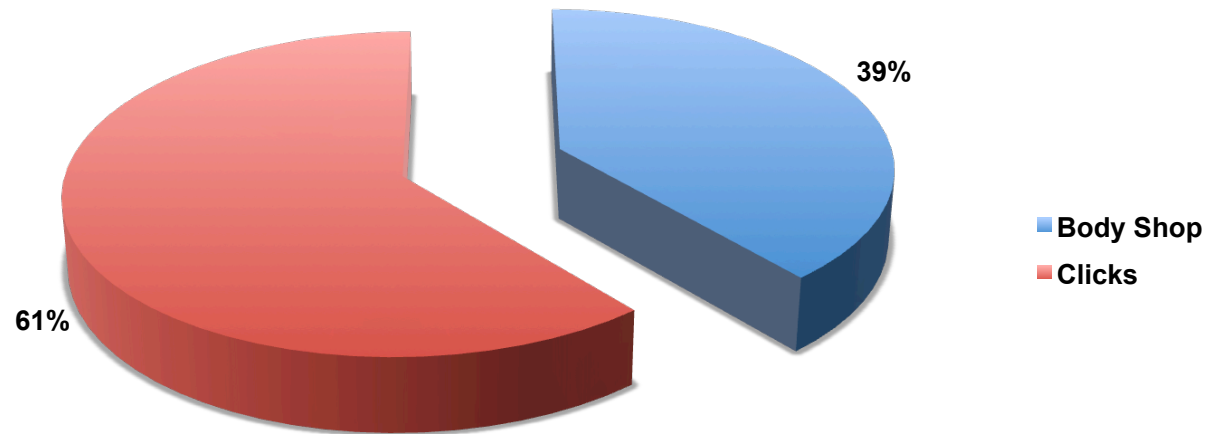




# Age Category



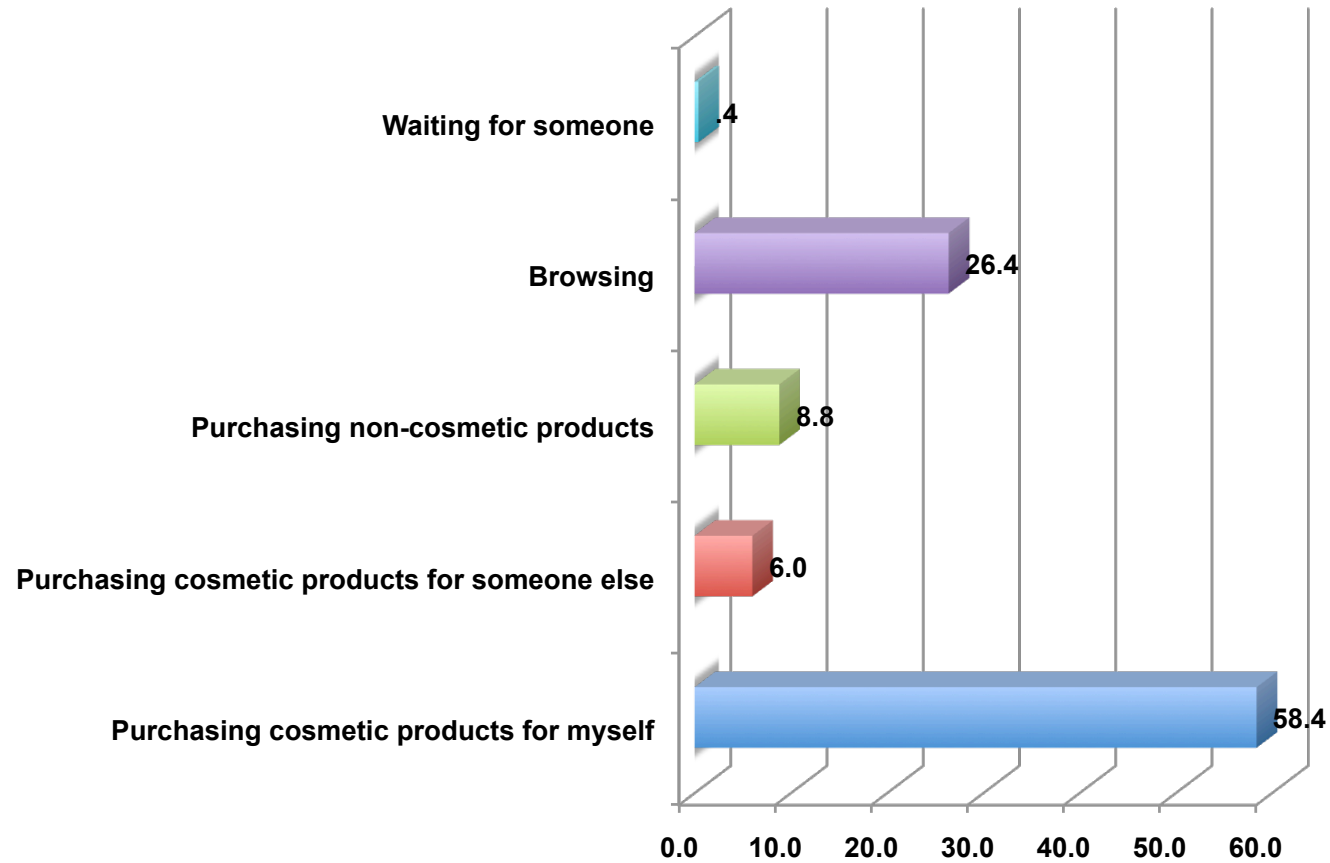
# Interview Site



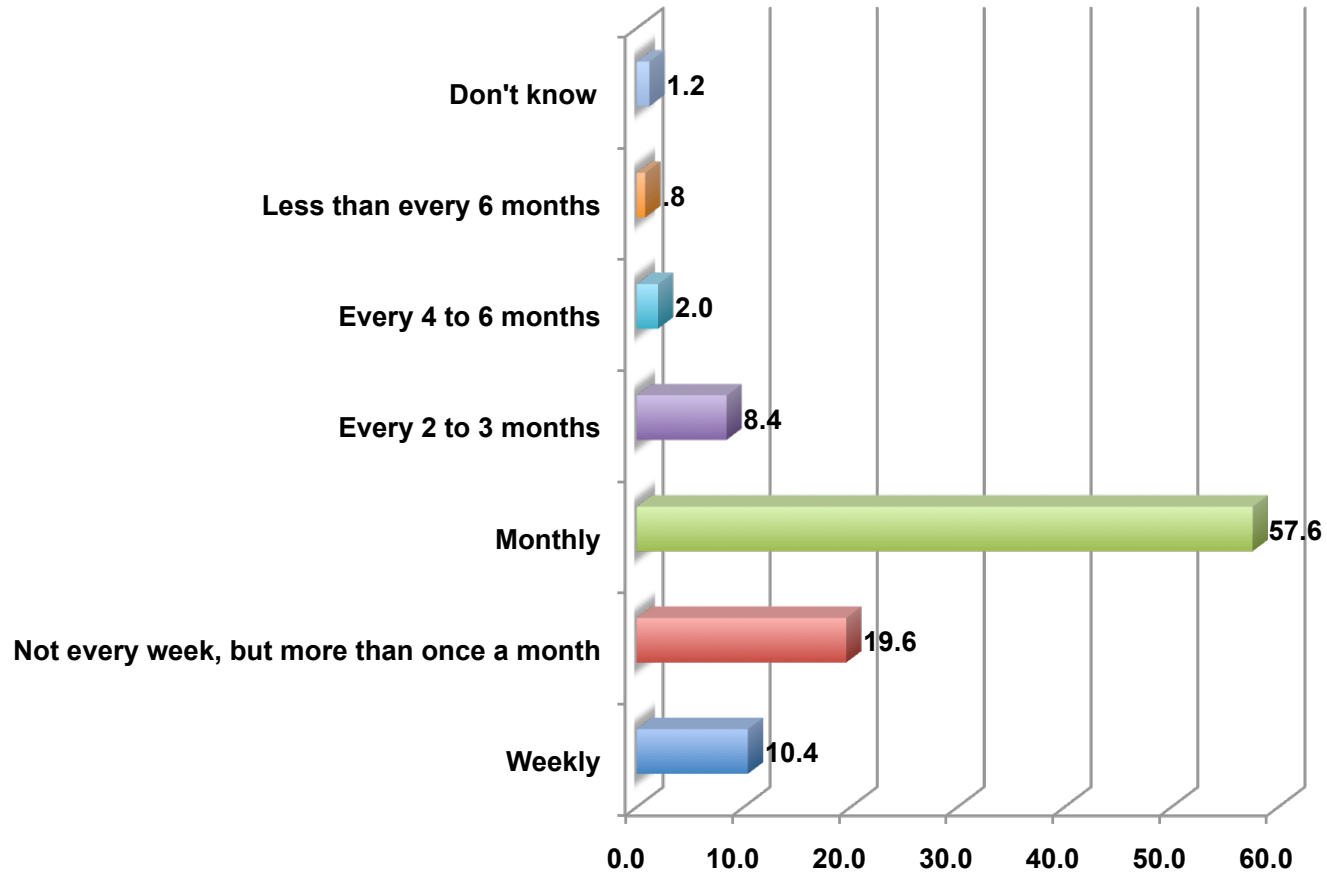
# USAGE TRENDS



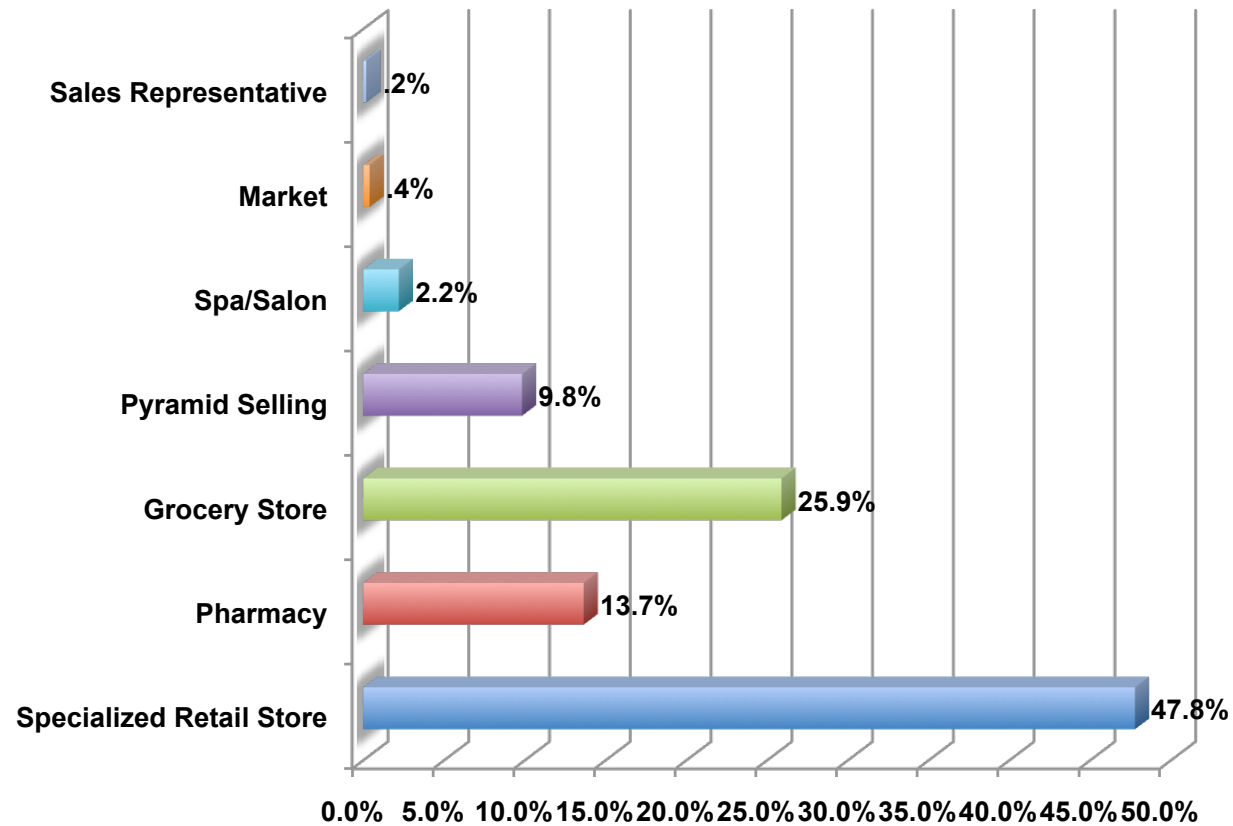
# Main Reason For Visiting Shop



# Frequency of Buying Cosmetics Products (For Personal Use)

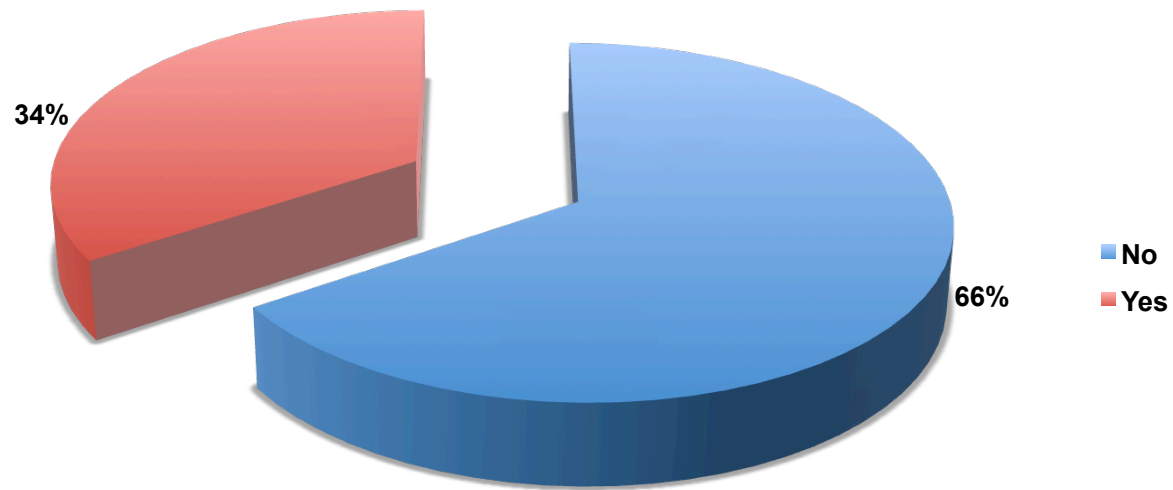


# Where Cosmetics Products Are Mainly Purchased



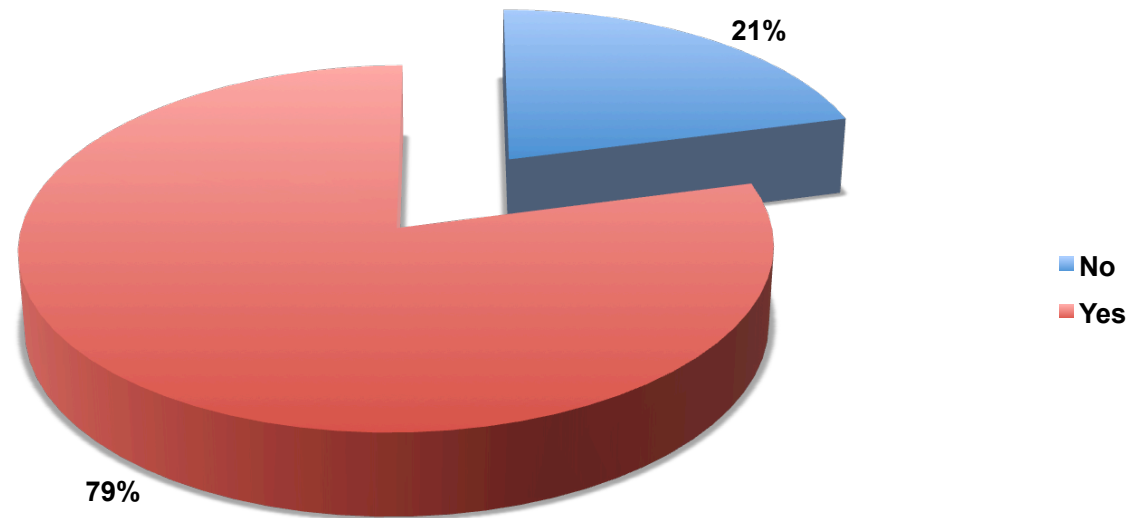
# INP AWARENESS & USAGE

# Ever Heard of Indigenous Natural Products

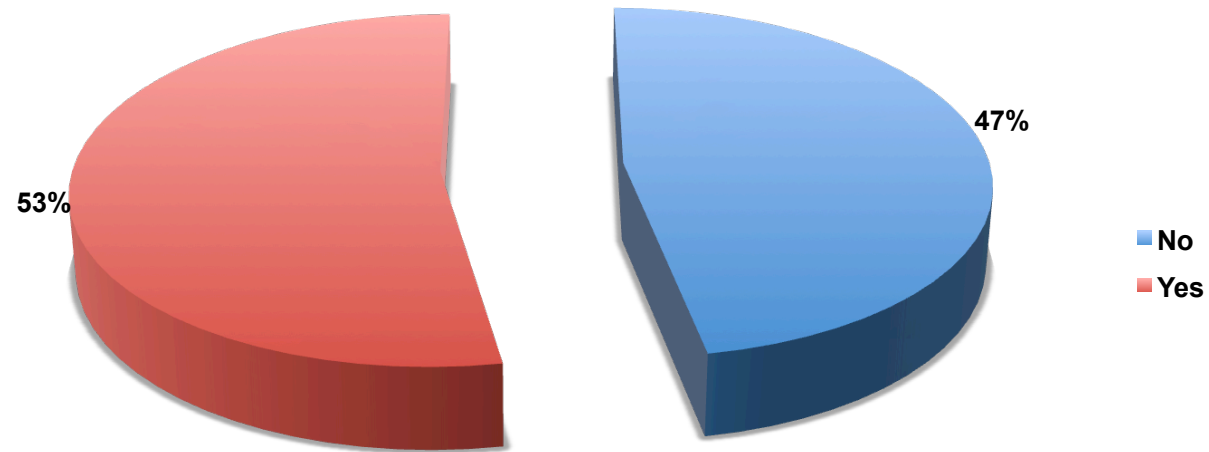




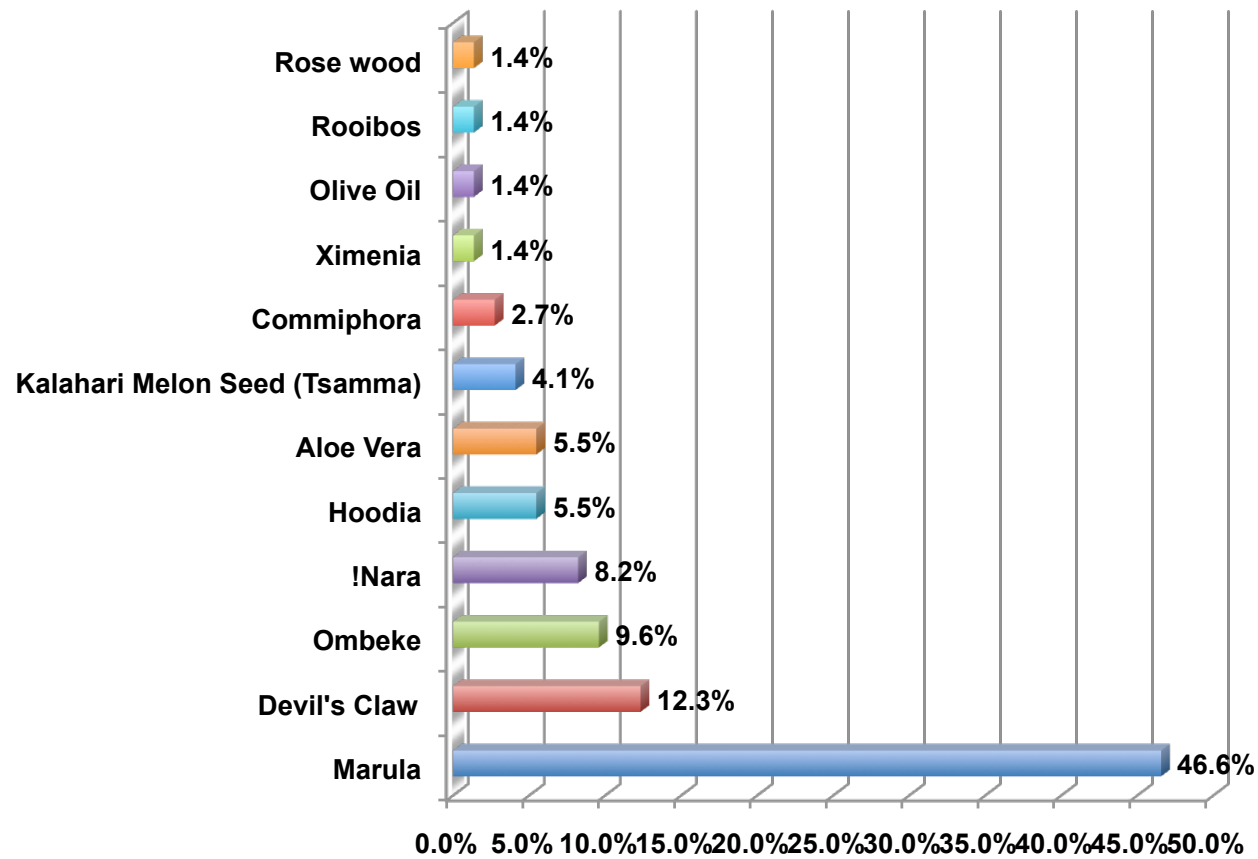
# Heard of INPs Being Used in Cosmetics



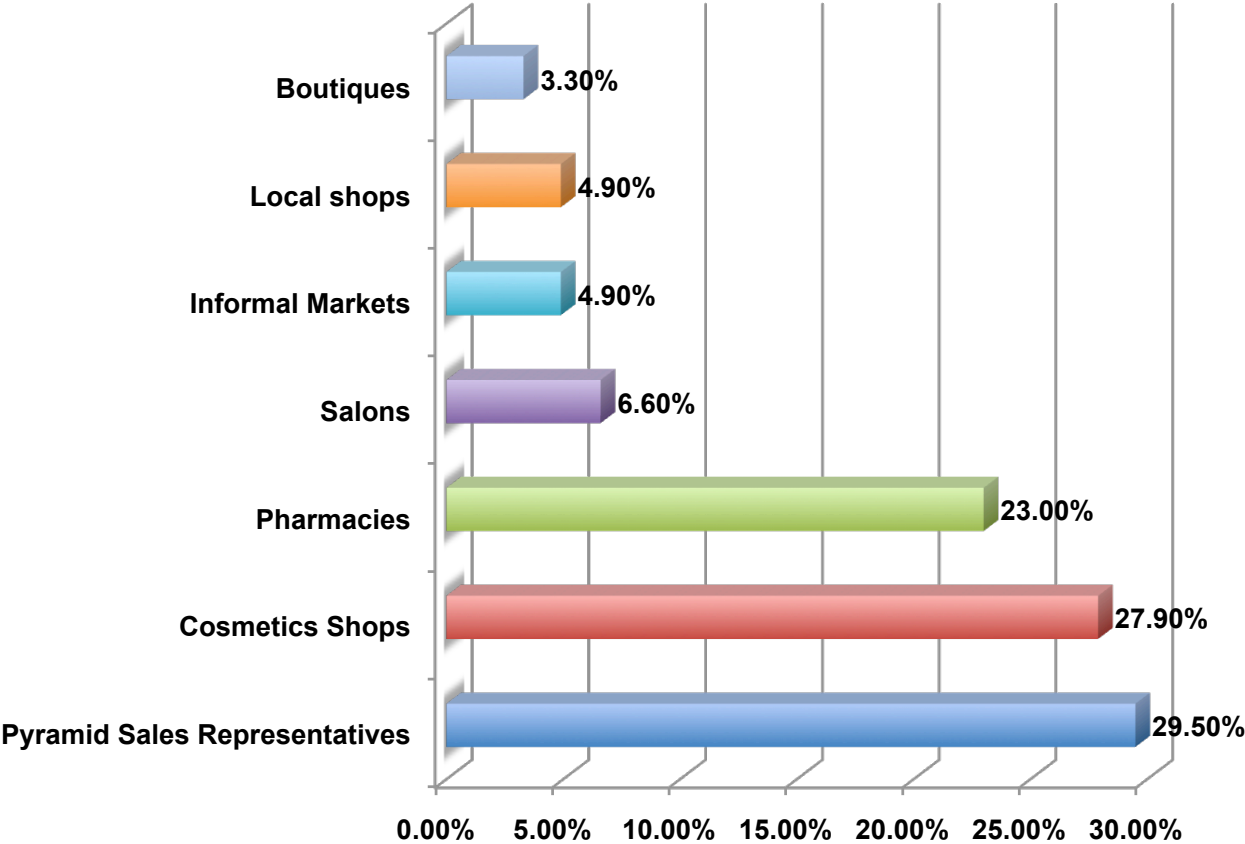
# Specifically Buy Cosmetics Containing INPs



# Familiar INPs Used in Cosmetics



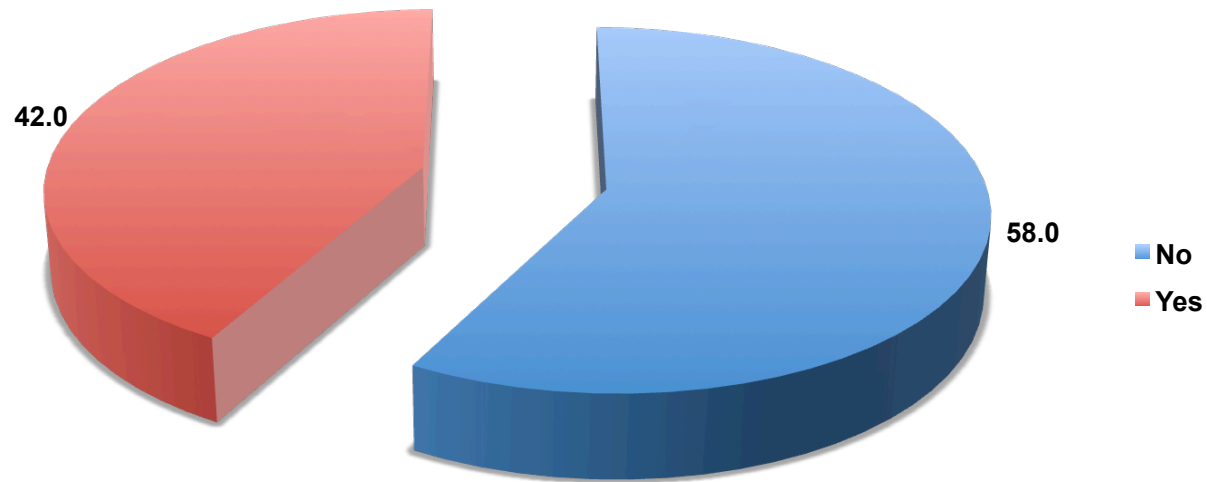
# Where INP Cosmetics Are Usually Purchased



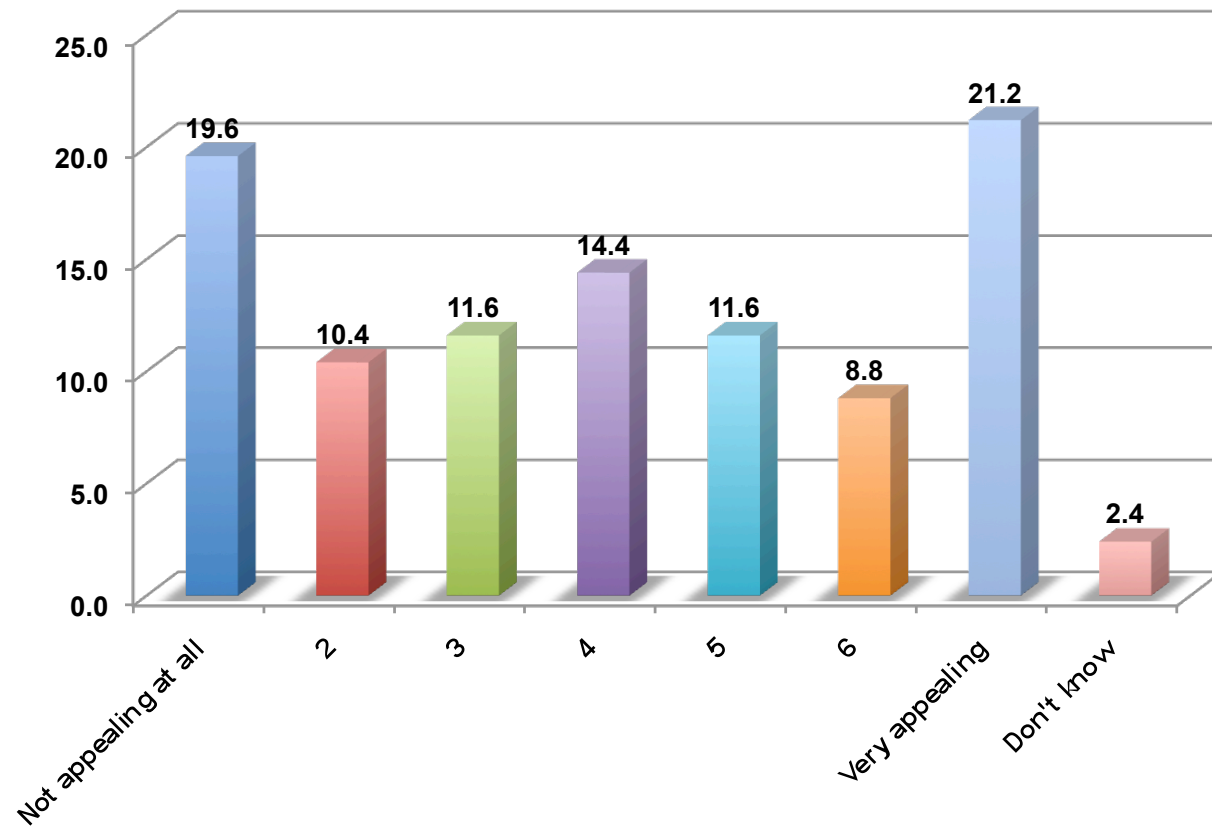
# INP Cosmetic Brands Regularly Used

INP Brands Used Regularly	Percent (%)
Marula	23.9%
Ombeke	19.6%
Swizgard	8.7%
Olive Oil	6.5%
Rose Wood	6.5%
Devil's Claw	4.3%
Hoodia	4.3%
Sunsilk	4.3%
Omathee	2.2%
Tsamma	2.2%
!Xava	2.2%
Avon	2.2%
Dark 'n Lovely	2.2%
Kalahari Melon Seed	2.2%
Ximenia	2.2%
Avara	2.2%
PEWA	2.2%
"Cream tube with a tree on it"	2.2%

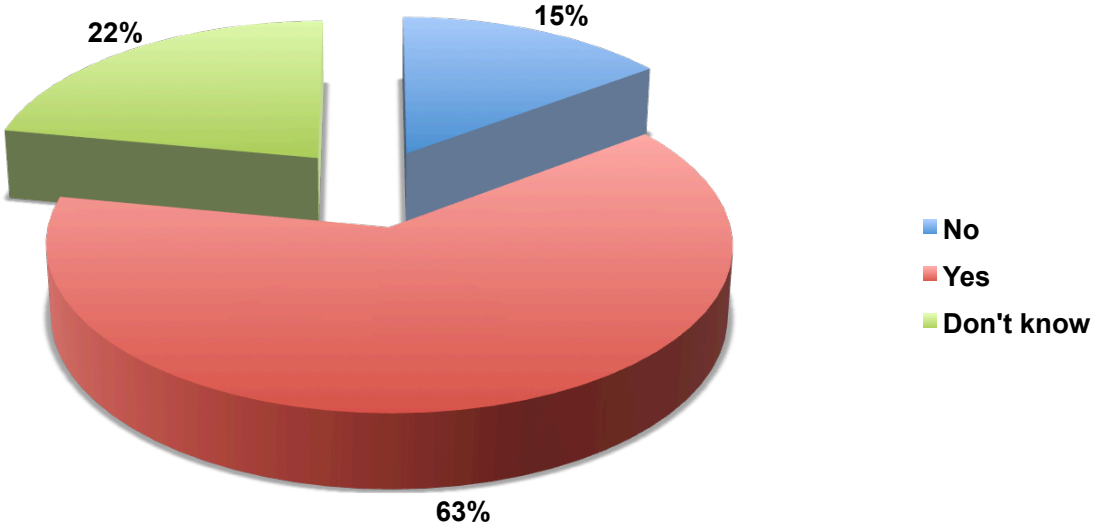
# Specifically Buy Cosmetics Labeled as “Green” or “Natural”



# Appeal of Products Labeled as “Green” or “Natural”

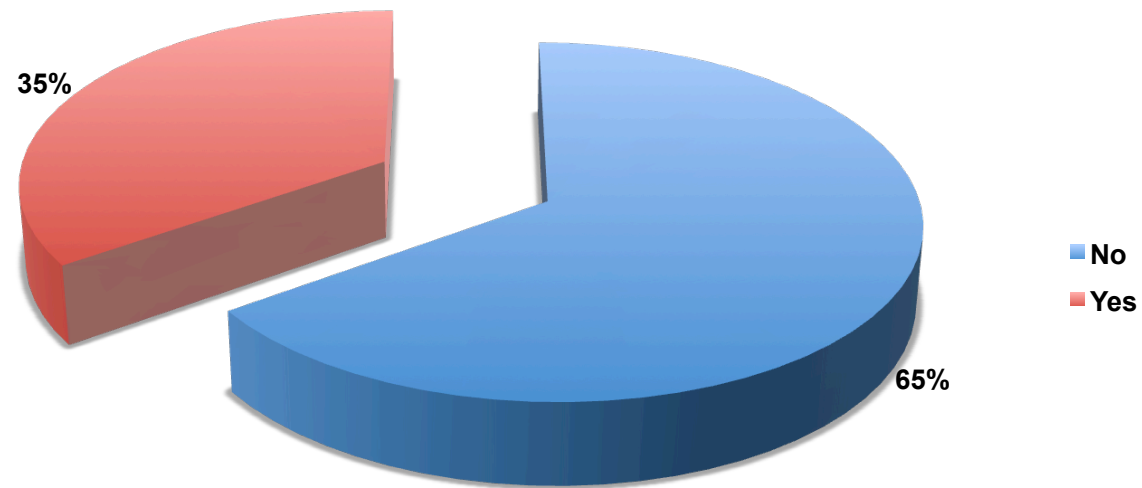


# Think That Cosmetics Products Labeled as “Green” or “Natural” Are Better for You Than Traditional Cosmetics

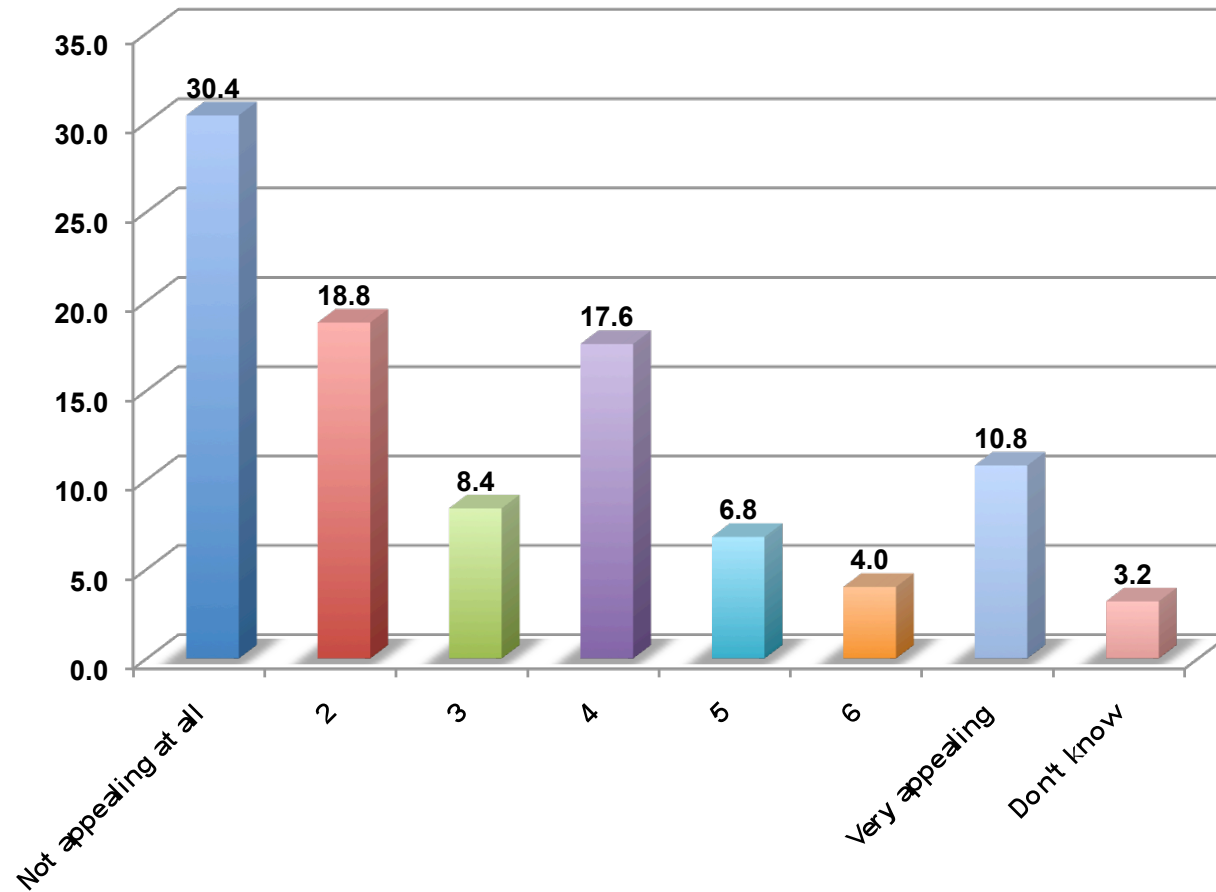




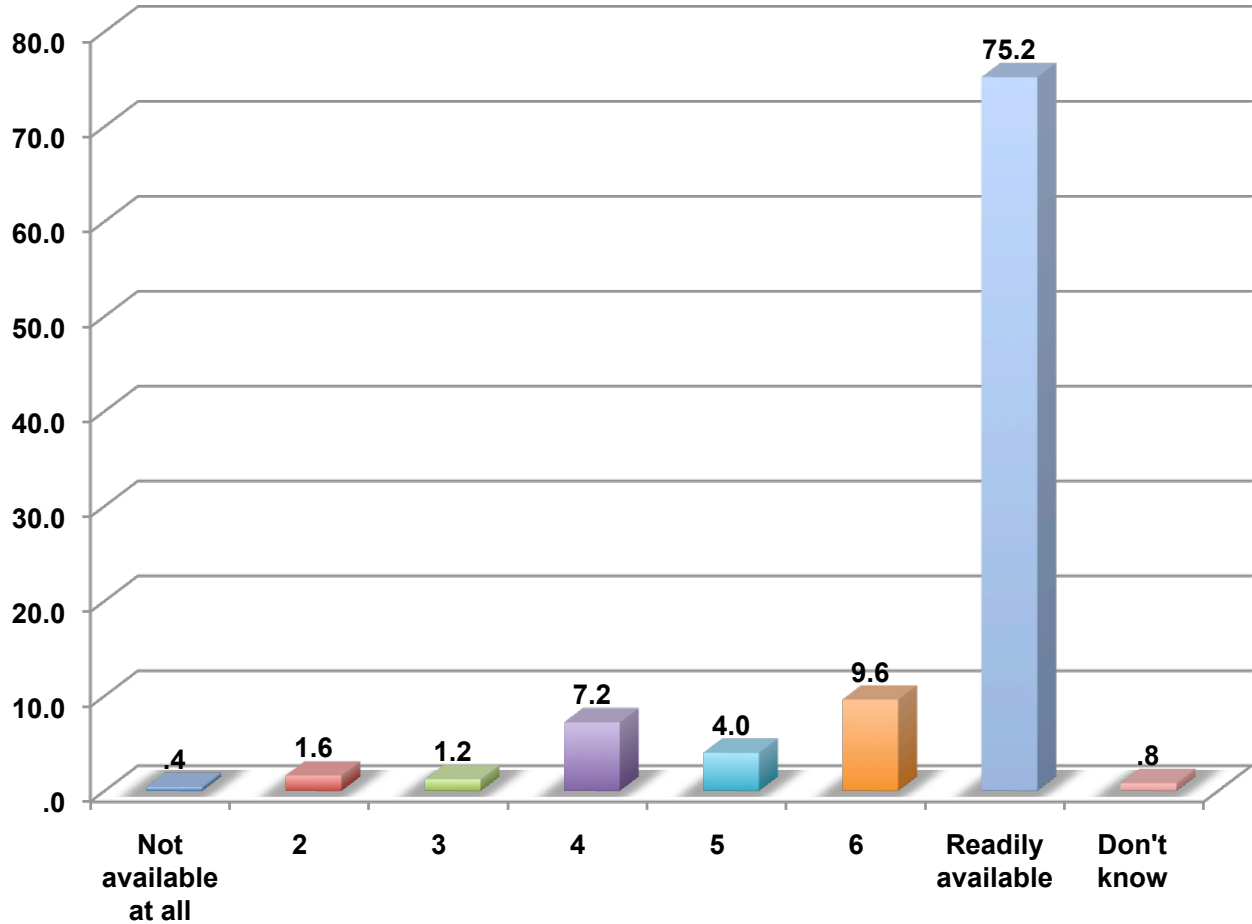
# Ever Buy Cosmetics Products From Namibia



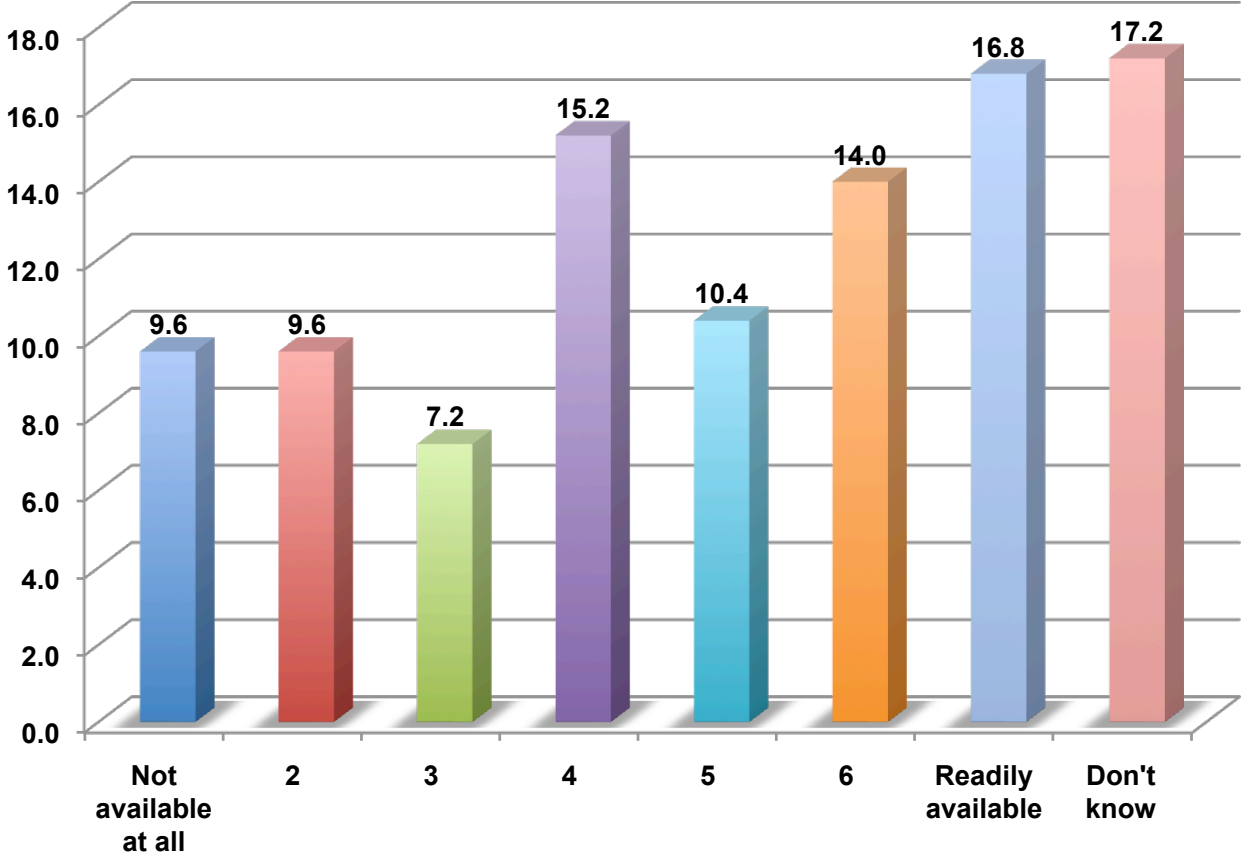
# Appeal of Namibian Cosmetics Products



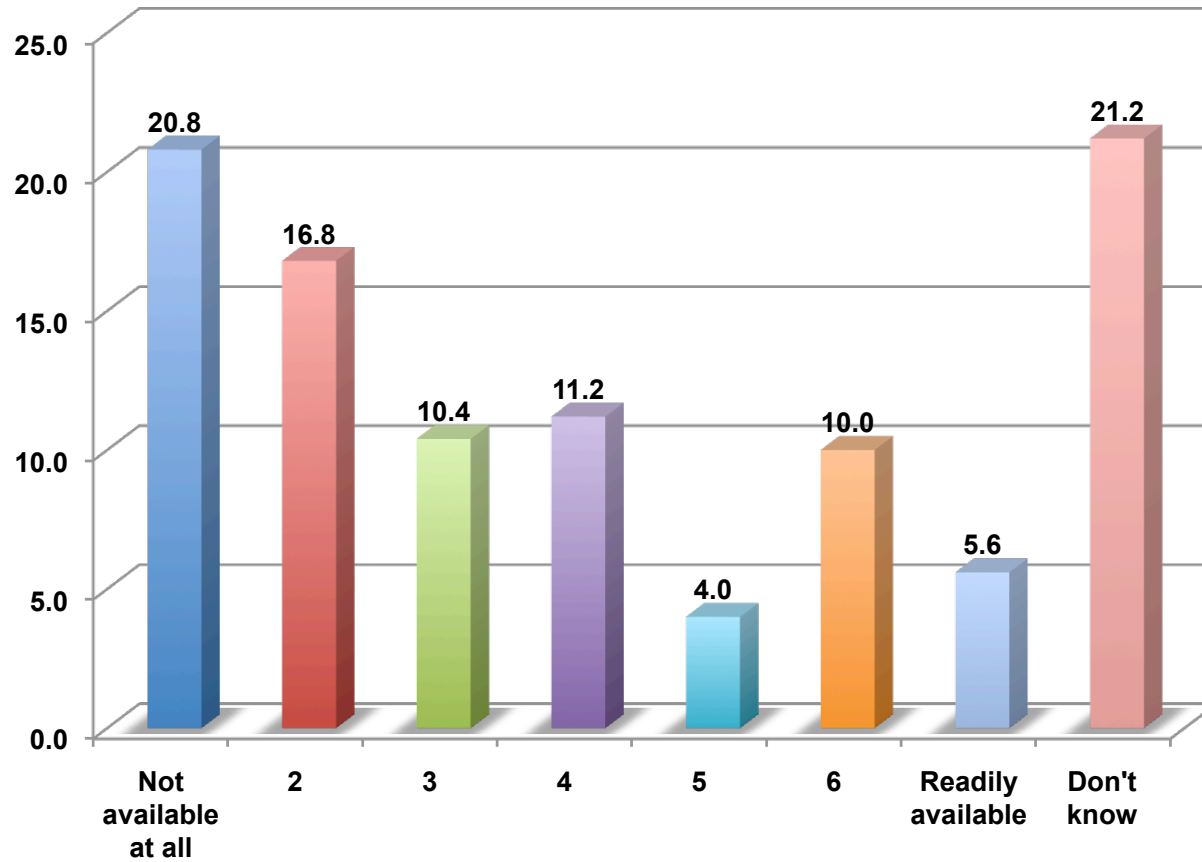
# Namibian Availability Rating: Big Brand Cosmetics



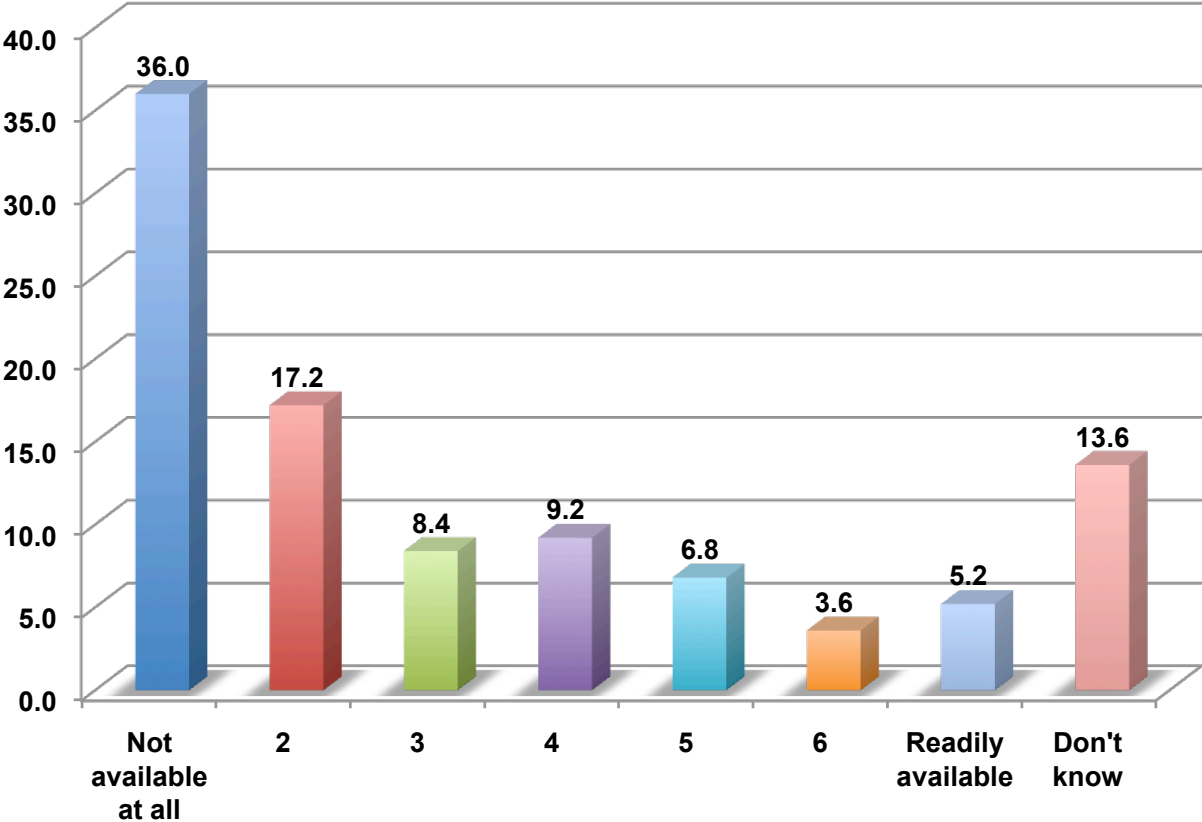
# Namibian Availability Rating: Green/Natural Cosmetics



# Namibian Availability Rating: INP Cosmetics

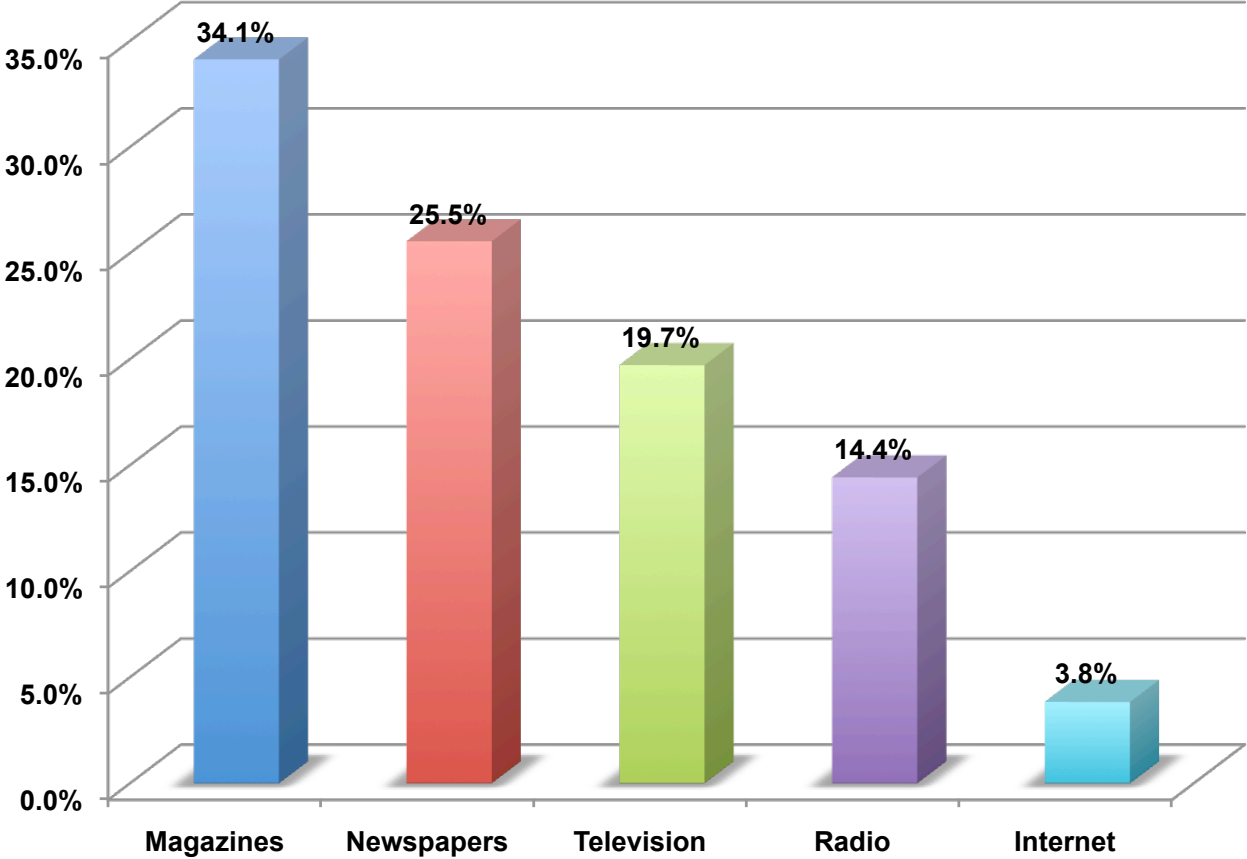


# Namibian Availability Rating: Cosmetics Manufactured in Namibia



# MEDIA AWARENESS & USAGE

# Media Channels Used for Product/Trend Information





# PRODUCER IN-DEPTH INTERVIEWS



# Sample

10 In-depth interviews were conducted with producers/manufacturers of INP cosmetics.

It is important to note that nuances differ from one company to the next, and that these will be presented in greater detail in the report. However some topline findings are highlighted in the following slides.

# Entering The Market

It appears as if producers typically became involved in INP cosmetics as a result of some prior exposure to these INPs – rather than creating a cosmetics business and then seeking out INPs to use for manufacture.

The development of the market seemed largely due to an interest in the INPs, not necessarily due to a passion for cosmetics. Although personal use of basic rudimentary / traditional cosmetics were cited as a driver to explore developmental potential.

Most respondents have established products with continuous expansion planned, and although much of this is still in various stages of planning, there seems to constant product development, indicating confidence in the market potential.

## INPs vs. Natural / Green

In general, respondents seemed to differentiate themselves from commercial cosmetics products branded as “Natural” or “Green.”

That being said, they seemed to identify with the messaging of these brands and were not negative towards them.

The main differentiating factors cited were that INPs were “local” and “good;” and that commercial products only used trace amounts of the natural/green products they advertised, as opposed to the INP variants which primarily use the particular INP as ingredient in their products.

Main benefits attributed to INPs being used for cosmetics were the financial benefits – both in communities for harvesters, but also in terms of personal/business benefits. Also, producers are convinced that their products are good for their clients and that the INPs used would have a positive affect on the consumer.

# Possible Expansion Into Other INPs

Although respondents mainly focus on one particular INP, the established businesses seem to be open to the idea of possibly using other INPs in future, particularly if supply of their current INP is threatened.

# Market Potential

Respondents seemed to think that the market is growing, both in Namibia and across the world, and that it will continue to grow over the next five years.

Some respondents seemed to think that the market size could be attributed to a “certain type of person” although very little was offered to describe such a client.

Although seen as growing, respondents cited the lack of marketing as the main barrier to access for consumers. That being said, these producers tend to feel that they cannot compete against commercial brands on the big stage, and therefore seem to withdraw, only catering to a niche market.

# Market Share

Although opinions varied, in light of the positive feelings of growth in the industry, it appears as if respondents ventured the market share of INP cosmetics to be around 20%.

Main forms of marketing and selling seem to be personal and educational based models, such as pyramid schemes and personal selling. That way producers can explain their product and its benefits to consumers. This is favoured to simply placing products on a shelf in a retail outlet.

**END**