

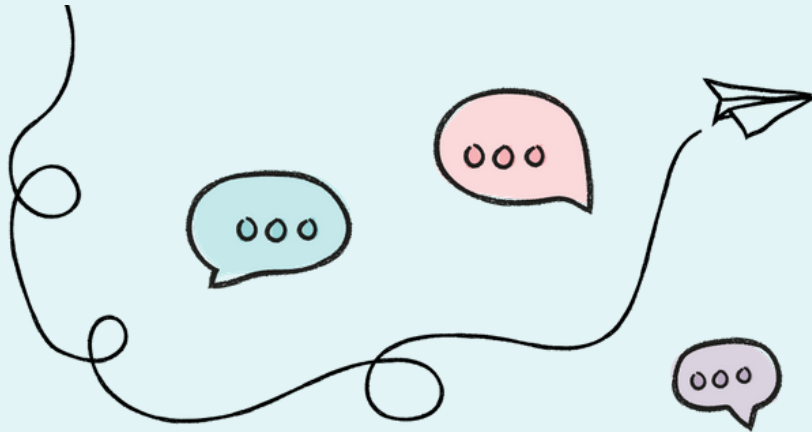
veganism & the Future of the eCommerce  
Beauty Industry:

# a Business Owner's Guide to Lasting Success



**Veganism is on the rise, and it has become about so much more than simply one's diet - it's taking over the beauty industry.**

This growing trend is transforming lives, product lines, and the landscape of eCommerce entirely.

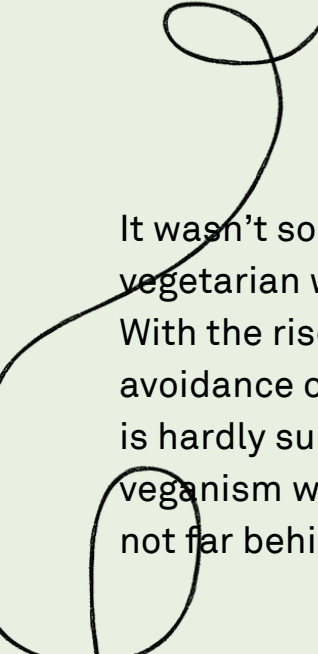


When was the last time you checked your cosmetic products? Do you know exactly what is in all those lotions and potions you have lying around the bathroom? But more vitally to the ever-changing trends of business - where do those ingredients come from?

These are the questions that the new generation of consumers are obsessed with asking. No longer are they only interested in the results of products. They want to know how they are sourced and produced from the moment of conception until that moment when they view your products on the shelf.

# Rise of Veganism

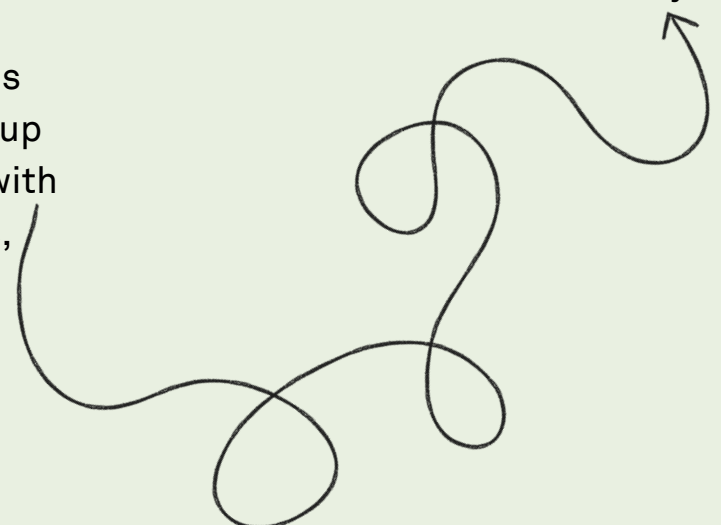




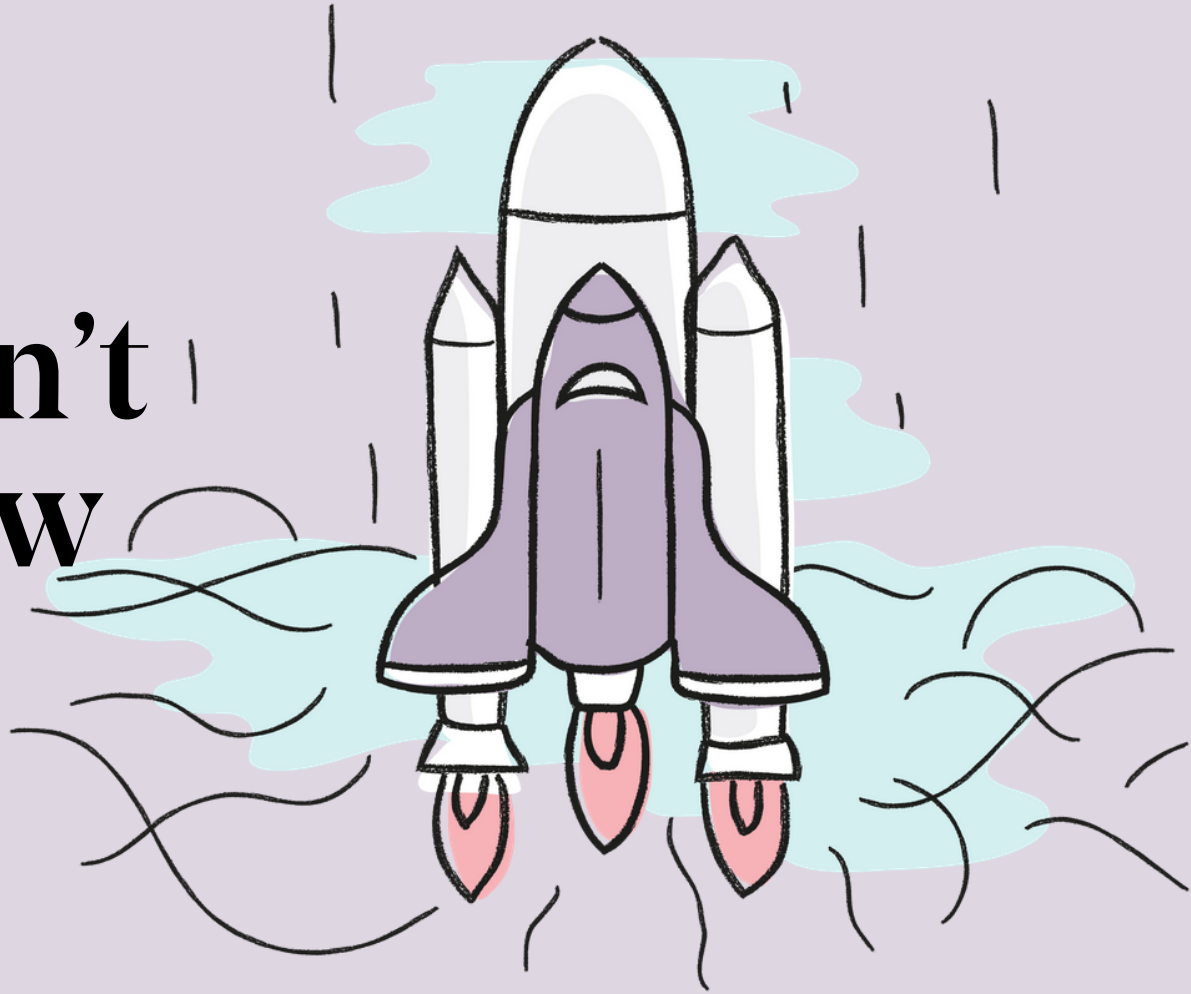
It wasn't so long ago that being a vegetarian was considered rather rare. With the rise of veganism and the avoidance of animal products altogether, it is hardly surprising that the new trend of veganism within the beauty industry was not far behind.

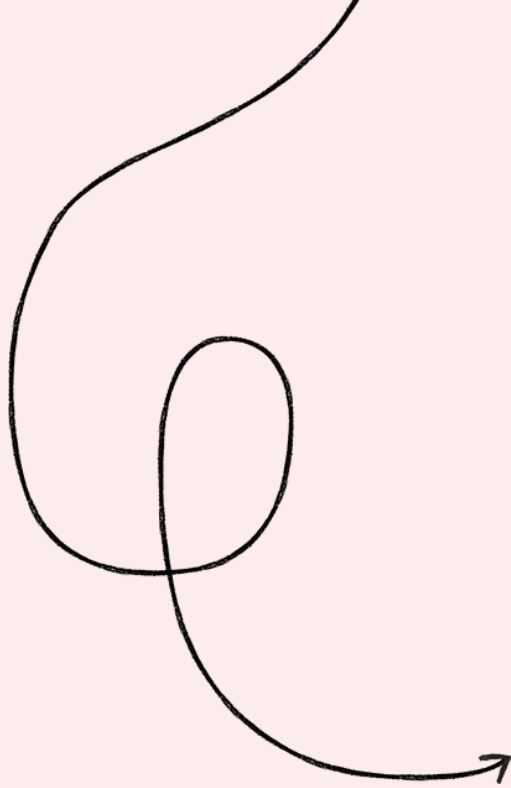
We lived abiding by that age-old phrase "ignorance is bliss" as we coated our lips with a vibrant shade made from ground up cochineal insects and washed our hair with Keratin shampoo made from the hooves, horns and hair of animals.

Now that veganism has become more mainstream, awareness is being raised about the processes behind the products we use every day. So much coverage in fact, that even non-vegans are changing their beauty habits.



**Veganism isn't  
entirely a new  
concept**

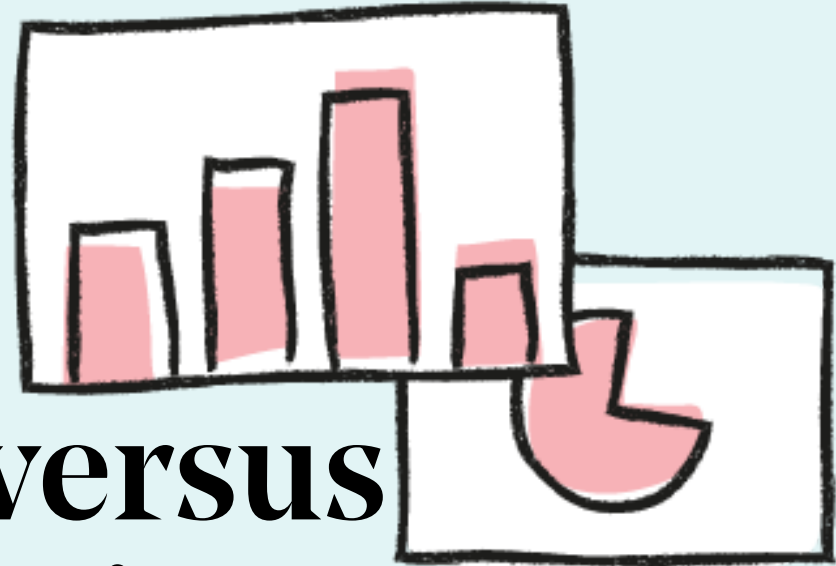




**Vegan beauty products are one of the eCommerce trends that are based behind consumer's morals, but trends such as this are not entirely unique. Many retailers of vegan beauty products were already highly aware of their processes long before they went vegan. High street cosmetic stores such as Lush and The Body Shop were already 'cruelty-free' and displayed it along their vast range of products.**

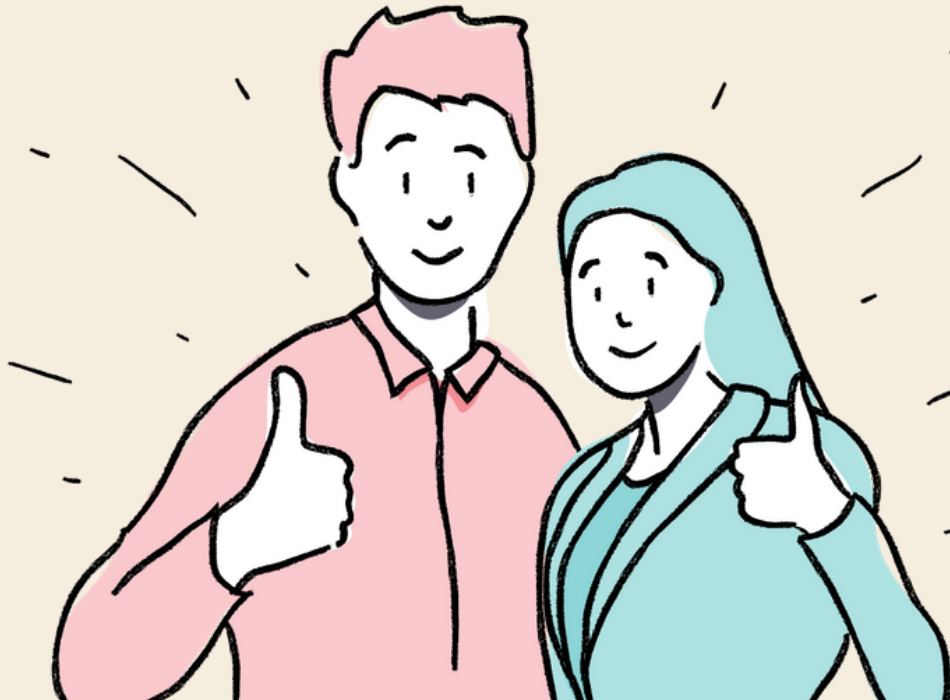
**'Cruelty-free' means no testing or harming of animals, but now a number of businesses are well on the way to going full vegan. This attempt to attract vast swathes of their target market has proved a popular choice among their regular consumers. In fact, in 2018, The Body Shop sold over 3 million vegan cosmetic products - that's one product every single second!**

# Vegan cosmetics versus Traditional cosmetics



The beauty industry is enormous. With thousands upon thousands of scrubs, soaps, body yoghurts, facemasks, moisturisers, primers and other items being used on a daily basis, we ask ourselves - are all beauty brands going vegan?

Check out your competition too - are they doing something right? Then make a note of it! Is something off-putting on their website? Then avoid it like the plague!



The answer is not so simple. There are many forward-thinking businesses who are launching themselves into the growing trend and the industry is set to change forever, however a number of dominating firms are making the shift extremely slowly and instead are relying on their heavy reputations and brand names to maintain their sales.

This leaves the beauty and cosmetics industry open to a huge number of independent vegan beauty brands that are breaking into the industry.

- Competing in the field of beauty and cosmetics, dominated as it is, vegan businesses are concentrating all of their efforts into direct-to-consumer (D2C) sales. This means a great deal of work for a great deal of payoff, and also grants these up-and-coming brands huge opportunities for brand-building.

- Customers are actively seeking moral solutions to their beauty dilemmas. Vegan beauty businesses are able to fulfill orders in a more personal manner and spread their business via affiliates, referrals and many other marketing channels in a more personal way that non-vegan businesses within the beauty industry fail to manage.

**Will veganism be a lasting trend within the beauty industry?**

**The short answer is yes!**



## **By 2027 the vegan beauty industry will be worth an estimated \$21.4 billion USD.**

Since 2012 the total number of UK Google searches for 'vegan beauty' has doubled every single year. Within the last five years the global rates of vegan product launches have grown over 175%.

The key to its success is not the strict veganism itself, but the self-awakening of a new generation of consumers. Ones who may identify as vegan, or vegetarian, or even flexitarian looking to balance their consumer purchases while living up to their own set of moral standards.

In the UK, 92% of plant-based meals in 2018 were consumed by non-vegans. This shows that the target market is more than the 3% of the UK population who class themselves as vegan.

On top of that, out of the 3% who identify as vegan, over a third are millennials. This shows that the new generation, and indeed any future generations, are going to be more perceptive and supportive towards the concept of veganism within the beauty industry.

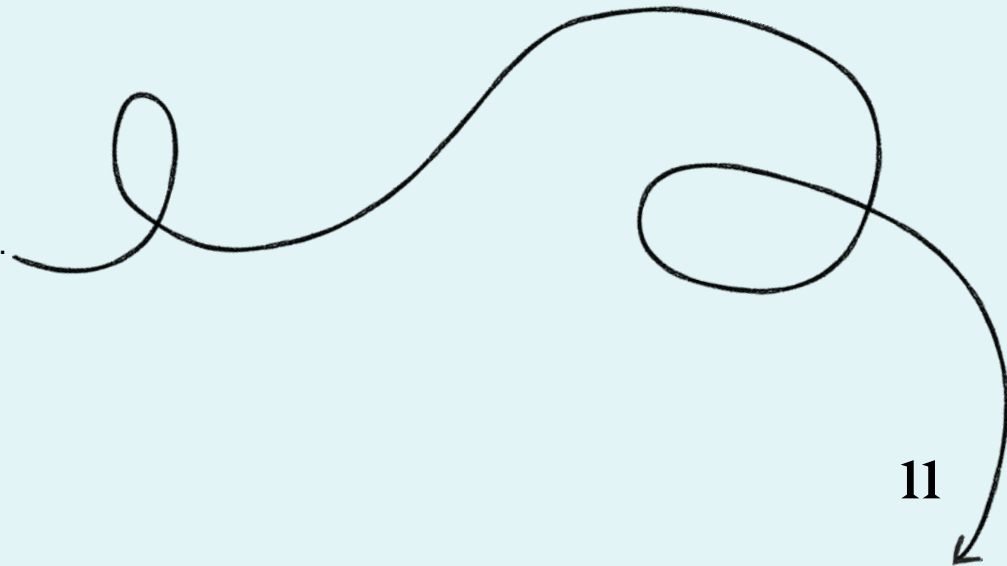
# Beauty beyond veganism



**The primary factor behind vegan beauty isn't necessarily being vegan, it is about avoiding consumer guilt with every purchase. This has led to a series of related "green beauty products" that are related to veganism, but not necessarily directly involved.**

Microbeads were one such product that has long since bitten the proverbial dust. These tiny, non-biodegradable balls were cleansed from the beauty industry after it was discovered that they permeate water supplies, absorb toxins, and make their way up the food chain to damage multiple entities.

This caused massive consumer backlash and boycotts when the damaging nature of these products was revealed via mainstream media. Now companies must consider their business plans ahead of time, lest they suffer the same business-damaging boycotts.



Packaging is now being severely reduced across the board, with products being delivered without packaging. Lush is at the forefront of this trend with their entire makeup range coming 'naked-first' providing consumers not only cosmetics, but avoiding animal products AND unnecessary plastic waste.

Yves Rocher are leading the way in recyclable plastic. 5 years before the European directive of 30% recycled bottles in all products, Yves Rocher have been producing 100% recycled bottles as of 2020.

David Attenborough did tell us to save the turtles after all.


Food waste is a new innovative way that companies are combining vegan products with green production. With 4.4% of total carbon emissions arising from wasted food products, and the UK wasting an estimated 10.2 million tonnes of food every year, the company Fruu has taken giant steps in an attempt to address this issue.

With their vast range of vegan beauty products using food-based ingredients rather than animal-based, Fruu developed products made from surplus fruit. This includes watermelon seed oil, avocado cold pressed oil, mango butter, and all other damaged fruits and discarded kernels that are available.

Their attempt to connect with "eco-conscious millennials" is a fantastic marketing scheme that is both guilt-free and saves the planet with every purchase.

**Ready to save the world  
one face cream at a time?**





For those cutting-edge, eco-friendly, vegan business entrepreneurs - you're going to need some help. That's why we at Accountancy Cloud are proud supporters of a number of revolutionary startups that are now already changing the world in their own unique ways.

We've helped SMEs and startups launch their financial plans and take control of the responsibility of running their business safely. From sophisticated software for Chief Financial Officers, to standard bookkeeping we are here to provide premium services for a low price.

In a new and growing industry such as green vegan cosmetics, you'll probably be looking at new ways to produce your products and services. We've got you covered as we sort out all of your R&D Tax Credit applications to provide you with a financially covered end of year plan.

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