

THE GREEN REPORT: BEAUTY

The cosmetic industry produces 120+ billion units of packaging each year which is a growing concern for Mail Metro Media readers. We asked them for their views on the topic to find out what affects their choices and learn how brands can tap into a market eager to do more.



2 IN 5

Mail Metro Media readers are concerned about the environmental impact of their beauty choices

50%



25%



Women are **2X MORE LIKELY** than men to be concerned about this sector

ECO-FRIENDLY HABITS

What are readers already doing?

ACTION ON PACKAGING

63%

Choosing products with sustainable packaging

USING NATURAL INGREDIENTS

55%

Choosing products with natural ingredients

NEW ROUTINES

48%

Using refillable products

32%

Using reusable razors

ECO-FRIENDLY BARRIERS

What prevents readers doing more?

PRICE

64%

Cost of products

INFORMATION

44%

Gaps in knowledge

RANGE

42%

Lack of availability

24%

Less choice of brands

PERFORMANCE

21%

Less effective results

KNOWLEDGE IS POWER



1 IN 4

readers would like eco-updates on the beauty sector (Women 32%, 18-34s 46%)

66%

New eco-friendly beauty products

58%

Product comparison

58%

Reviews of products

35%

Selling points information

MAIL METRO MEDIA ENVIRO-CREDENTIALS

67%

of those who say 'eco-friendly' is important when buying beauty are Mail Metro Media readers



D.N.A

We have 1.4million people in our 'Beauty Lovers' segment, ready to target

ECO₂

Our environmental magazine is launching in October 2020