

Macro-trend 3

Material metamorphoses



Trend 1

From zero-waste to upcycling

The recyclable, reusable and biodegradable era is taking over from the disposable era, in a world of finite resources. The zero-waste trend is renewing consumption in general, and organic in particular.

Circularity is becoming the rule, or even a lifestyle. It's a virtuous circle where brands and also individuals are the artisans giving a second life to products and creating new opportunities for "waste".

It's not just recycling, it's enhancing: that's what upcycling is all about. Waste and co-products are recycled rather than disposed of and become the precious raw materials for products and packaging. In the ideal future, nothing will be thrown away!



- 1 **Bis'cuit apéritif**, the anti-waste cracker based on powder made from unsold bread, which makes it crispy, by In Extremis, stand I78.
- 2 **Fruit dessert of the moment**, a delicious recipe that changes each season, made with surplus produce from organic and local farmers, by Les bébés d'à côté, stand F91.
- 3 **Barbecued Brazil nuts and caramelised artisanal Brazil nuts**, resulting from an upcycling process: every nut damaged during shelling is upcycled: cut by hand and then caramelised with French sugar or roasted in barbecue sauces, by Natural Andesc, stand I'151.
- 4 **Ah!Table!® box for 6 eggs** in bioplastic, reusable, sustainable, washable, by Ecodis, stand J08.
- 5 **Refill for scented candle**, eco-designed product with reusable wood lid, for infinite use, by Estéban, stand L51.



Trend 2

Solid, a standard in the sector

Solid products are revolutionising the hygiene and beauty segments. In 2021, income from solid cosmetics reached €85 million, a drop compared to 2020, but a 14% increase on 2019¹. Solid products are must-haves and all brands, organic or otherwise, are trying them.

Without water and therefore without preservatives, lighter, more concentrated and smaller, solid products are becoming standard in every category (toothpaste, washing up detergent, perfume, shampoo, etc.). Everyone is convinced by this new, reduced format, which is good for the environment.



- 1 Solid Micellar Jelly, by Dermatherm, stand G18.
- 2 Coconut oil solid washing up soap, by Comme Avant, stand L39.
- 3 Solid perfume-skincare, by Oléanat, stand G15.
- 4 Chewable toothpaste - Wild mint, by Lamazuna, stand J10.
- 5 Frescoryl - Anhydrous mint toothpaste, by C.E.D. Nature, stand K38.
- 6 Washing up bar, by Solide!, stand 176.

Trend 3

The dilution revolution

It's the new solid! It has the same benefits (weight, price, performance), with new gestures and new sensory experiences... dilution using powders, pastilles or drops, is the golden goose in terms of innovation.

In addition to texture, dilution is a real innovation because it goes hand-in-hand with the refill system, which reduces our carbon and plastic footprints. Another proof of the advent of ecology-pedagogy, which combines sensory awareness and sustainability.



- 1 Distributor of refills to be diluted for bathroom hygiene and shine, by Etamine du Lys, stand I11.
- 2 Powder enhancing mask, to be diluted to obtain a hair mask, by Powder, stand K5.
- 3 Cleansing powder for the face, which transforms into a light and creamy foam upon contact with water, by PerLucine, stand K18.
- 4 Epur, poudres à diluer for household hygiene (all surfaces, de-scaler, greaser remover), by Chembo Bevil, stand J59.
- 5 Organic, eco-responsible natural toothpaste with mint crystals, which transforms into a gel toothpaste upon contact with water, by Druydès, stand K49.
- 6 Ma Recharge Shampoing, in pastilles for dilution, by Anotherway, stand J61.



¹IRI, 2021