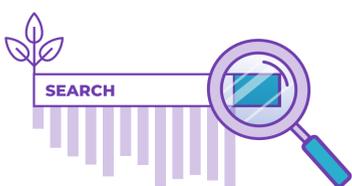


Are natural and organic products winning in the baby-care marketplace?

Noogata mapped and tracked over 15,000 of the most prominent search terms and keywords used on North American eCommerce platforms when looking for baby-care products. In total, these search terms account for well over 28 million consumer searches a week.

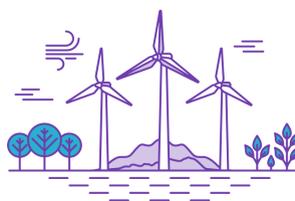


Consumers are not actively searching for organic or eco-friendly products



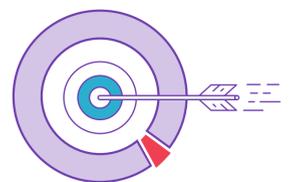
Only
210

specifically indicated a preference for natural, organic, or eco-friendly products



Just over
70,000

of the 28 million weekly searches specifically indicated a preference for eco-friendly or organic products.



That's only around
0.25%

of the total search traffic analyzed.

Little change in consumer search behavior over time



Trending is Consistent

Total volume of search traffic and percentage of total traffic is the same as a year ago.

How many search terms lead to a purchase?



Only
1,879
search terms

tended to lead to the purchase of a product that explicitly claim to be organic, natural, eco-friendly, or recyclable/ reusable



Just under
1 in 10
searches

tended to lead to the purchase of an organic or eco-friendly product.



Just over
2.6 million

of the 28 million weekly searches tended to lead to the purchase of an eco-friendly or organic products.

3 brands lead the way



Burts Bees, Aveeno, and Dreft account for

over 30% of all the branded search traffic when the consumer preferences are for natural and organic products