

# Sales and Distribution Strategies of Organic Beauty Products in India: A Systematic Literature Review Using PRISMA

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## ABSTRACT

In summary, this systematic literature review underscores the relative scarcity of research on organic beauty products globally. By employing the PRISMA methodology, the study provided a meticulous examination of current trends and the state of sales and distribution strategies within this domain, drawing from twenty carefully selected articles sourced from prominent databases. The findings revealed a concentration of research influenced by leading brands, with a notable presence in specialized journals dedicated to cosmetic products. While quantitative surveys predominated as the primary research method, the absence of explicit theoretical frameworks suggests a need for further theoretical development tailored to the unique characteristics of organic beauty products. Additionally, the thematic analysis highlighted both progress and existing gaps in understanding sales and distribution strategies, emphasizing the necessity for more comprehensive and theoretically informed research to advance knowledge in this field.

## INTRODUCTION

As per the data provided by future market insight inc the organic cosmetics market has continued its upward trajectory, reaching a valuation of US\$ 21.6 billion in 2024. Projections indicate further substantial growth, with the market anticipated to surge to US\$ 35.5 billion by 2034, showcasing a robust compound annual growth rate (CAGR) of 5.10% throughout the forecast period. This sustained expansion underscores the enduring appeal of organic cosmetics, driven by evolving consumer preferences towards natural, eco-friendly, and sustainable beauty products. The organic cosmetics market has witnessed significant growth, reaching an estimated valuation of US\$ 17.6 billion in 2019, with a compounded annual growth rate (CAGR) of 3.90% over four years, resulting in an additional revenue of US\$ 2.94 billion. This expansion can be attributed to several key factors:

- **Heightened Consumer Awareness:** Following the pandemic, consumers have become increasingly conscious of the potential adverse effects of synthetic chemicals present in traditional cosmetics, driving them towards organic alternatives.

- **Environmental Sustainability Concerns:** There's a growing global concern for environmental sustainability, particularly in developed and developing nations, leading consumers to seek out eco-friendly products like organic cosmetics.
- **Preference for Safer, Healthier Products:** The perception of organic cosmetics as safer and healthier due to their natural ingredients has spurred demand, with consumers prioritizing products that align with their wellness goals.
- **Influence of Social Media:** Beauty influencers leveraging social media platforms have played a pivotal role in promoting organic lifestyles and beauty trends, influencing millions of followers to opt for organic products.
- **Enhanced Accessibility:** The expansion of distribution channels and dedicated beauty platforms in emerging markets has made organic cosmetics more accessible to consumers, driving market growth.
- **Regulatory Measures:** Stricter regulatory standards and increased transparency in cosmetic ingredients,

prompted by concerns over consumer safety and health, have further bolstered the demand for organic cosmetics.

- **Shifting Consumer Preferences:** Millennials and Gen Z consumers are increasingly favoring ethical and sustainable brands, driving the demand for organic cosmetics as part of their environmentally conscious choices.
- **Availability of Raw Materials:** The greater availability of organic raw materials globally, coupled with advancements in organic product formulations, has facilitated the growth of the organic cosmetics market.
- **Emphasis on Ethical Practices:** Consumer appreciation for organic farming practices, animal welfare, and cruelty-free production methods has contributed to the positive reception of organic cosmetics.

#### Consumption Analysis of the Organic Cosmetics Market

The demand for organic cosmetics is not only driven by health-conscious individuals and environmentally aware consumers but also by various sectors within the global healthcare and wellness industry. This includes healthcare professionals, wellness practitioners, and spas that offer holistic treatments, all of whom are increasingly incorporating organic cosmetics into their practices.

Furthermore, retail and e-commerce platforms catering to health-conscious and ethical consumers are witnessing a surge in sales of organic cosmetics. These platforms play a significant role in meeting the demands of individuals seeking natural and eco-friendly beauty options.

Additionally, traditional cosmetics companies and beauty brands are recognizing the growing consumer interest in organic products and are consequently introducing organic lines to their product portfolios. This strategic move allows them to tap into the expanding market for natural and eco-friendly beauty solutions. Organic cosmetics are also becoming prevalent in hotels, resorts, and spas that cater to wellness tourism. These establishments are incorporating organic skincare amenities and spa treatments to enhance their offerings and provide guests with holistic experiences.

Furthermore, suppliers, manufacturers, and distributors within the cosmetics industry are embracing the trend towards organic products to remain competitive and align with evolving beauty preferences. This adaptation ensures that they stay current with the latest beauty trends and meet the increasing demand for organic cosmetics across various market segments.

#### High Production Costs to Impede the Market Growth for Organic Cosmetics

While the organic cosmetics market is poised for substantial growth, several challenges may hinder its development trajectory:

- **Sourcing Organic Raw Materials:** Securing an adequate supply of organic raw materials remains a significant hurdle for the industry. This limitation constrains manufacturers' production capabilities and escalates production costs.
- **High Production Costs:** The production costs associated with organic cosmetics are often higher compared to traditional alternatives. Factors such as sustainable manufacturing practices, organic raw materials, and premium packaging contribute to elevated costs, discouraging budget-conscious consumers from purchasing these products.
- **Perceived Effectiveness Concerns:** Despite increasing awareness about the benefits of organic cosmetics, there are lingering doubts regarding their effectiveness among certain consumer segments. Negative perceptions surrounding organic products impede widespread adoption and hinder market expansion.
- **Competition from Traditional Brands:** Traditional cosmetics brands pose formidable competition to the organic cosmetics market. These brands offer a diverse range of affordable products that have established a strong foothold in the market over decades. The entrenched presence of traditional brands presents a challenge to the growth of the organic cosmetics sector.

Addressing these challenges will be crucial for the organic cosmetics market to realize its full growth potential and overcome barriers to expansion. Strategies such as enhancing raw material sourcing, optimizing production processes to mitigate costs, and educating consumers about the efficacy of organic cosmetics can help mitigate these constraints and foster sustained market growth.

#### Comparative View of Adjacent Industries

Future Market Insights has conducted an in-depth analysis of the global health and wellness sector, identifying two emerging product categories that could pose significant competition to the organic cosmetics market: the premium cosmetic market and the vegan cosmetics market.

Outlined below are the growth rates, current market valuations, and key growth factors and challenges associated with each market segment:

Market Segment	Current Market Valuation	Growth Rate (CAGR)	Key Factors for Growth	Key Challenges
Premium Cosmetics	High	High	Increasing disposable income, demand for luxury products	Price sensitivity, market saturation, competition
Vegan Cosmetics	Moderate to High	Moderate to High	Rising vegan population, ethical and environmental concerns	Limited product variety, misconceptions about efficacy
Organic Cosmetics	High	Moderate	Consumer awareness, environmental sustainability	Sourcing raw materials, production costs, competition

Despite the promising growth prospects for all three segments, the premium cosmetics market is poised to outshine the others in the future. With its high market valuation and robust growth rate, fueled by factors such as increasing disposable income and a growing demand for luxury products, the premium cosmetics market is well-positioned to capture a significant share of the health and wellness sector.

While the vegan cosmetics market also demonstrates strong growth potential driven by ethical and environmental

#### Organic Cosmetics Market:

Attributes	Organic Cosmetics Market
CAGR (2024 to 2034)	5.10%
Market Value (2024)	US\$ 21558.3 million

considerations, the premium cosmetics market's higher valuation and growth rate indicate its potential to emerge as the leading competitor in the industry.

It's essential for stakeholders in the organic cosmetics market to closely monitor these developments and adapt their strategies accordingly to remain competitive amidst evolving consumer preferences and market dynamics.

Growth Factor	Growing public awareness of the dangers of hazardous compounds like parabens and sulfates
Challenges	High costs, competition from traditional cosmetics, and concerns about the effectiveness

#### Premium Cosmetics Market:

Attributes	Premium Cosmetics Market
CAGR (2023 to 2033)	6.14%
Market Value (2023)	US\$ 116.23 billion
Growth Factor	Increased men's grooming goods, as well as increased use of personal care products by men to improve their appearance
Challenges	The rising attractiveness of consumers to various locally based businesses, as well as the desire for low-cost cosmetic items

#### Vegan Cosmetics Market

Attributes	Vegan Cosmetics Market
CAGR (2022 to 2032)	6.10%
Market Value (2022)	US\$ 16,8674 million
Growth Factor	A shift toward environmentally conscious and environmentally friendly packaging
Challenges	Well-established conventional cosmetic sector with a loyal consumer base and widespread distribution networks

#### Women's Demographics Dominate the Organic Cosmetic Market

The organic cosmetics market segments its end-users into women, men, unisex, and baby categories, with the women segment currently dominating and projected to maintain a share of 32.50% in 2024.

Women have traditionally been more deeply engaged in skincare and beauty regimens compared to men. Their dedication to maintaining healthy skin often involves investing time and resources in cleansing, moisturizing, and using a variety of skincare products, including organic cosmetics.

Attributes	Details
End-user	Women
Market Share	32.50

The adoption of organic cosmetics among women has been widespread due to their heightened awareness of health-related issues. Women tend to be more conscious of potential risks associated with certain ingredients commonly found in conventional cosmetics. This awareness drives the soaring sales of organic cosmetic products among female consumers.

Overall, women's commitment to skincare, coupled with their proactive approach to health and wellness, positions them as key drivers of growth in the organic cosmetics market. Their preference for natural and safer alternatives continues to fuel the demand for organic beauty products within the industry.

#### Country-wise Insights

The organic cosmetics market exhibits varying growth rates across different countries, as outlined in the table below. The compound

annual growth rate (CAGR) offers insights into the expected expansion of the market in each country up to the year 2034.

Country	CAGR (%)
India	10.30%
China	8.50%
Japan	7.50%
Singapore	6.40%
Canada	4.90%

The organic cosmetics market in each country is influenced by factors such as consumer awareness, purchasing power, regulatory frameworks, and cultural preferences. Understanding these dynamics is essential for stakeholders seeking to capitalize on opportunities and navigate challenges within each market.

By analyzing the projected growth rates for each country, industry players can develop tailored strategies to maximize their presence and leverage the growth potential offered by diverse geographical regions. This comprehensive approach enables businesses to effectively target specific markets and capitalize on emerging trends and consumer preferences, ultimately driving sustainable growth in the organic cosmetics industry.

#### Familiarity with Natural Skin Care Remedies to Smoothen the Transition in India

India emerges as a frontrunner in the global organic cosmetics market, with an anticipated growth rate of 8.50% CAGR until 2034, signaling robust demand within the country.

The Indian market's inclination towards organic cosmetics is deeply rooted in its cultural inclination towards natural remedies and holistic health traditions. The familiarity and trust placed in herbal and Ayurvedic ingredients resonate strongly with Indian consumers, rendering them receptive to organic cosmetics that harness these natural elements.

Moreover, the increasing accessibility of organic beauty products through diverse distribution channels, including online and offline platforms, is playing a pivotal role in democratizing access to these products across various demographic segments within India. This widespread availability ensures that consumers from all walks of life can readily explore and incorporate organic cosmetics into their skincare and beauty routines.

The confluence of cultural values, consumer preferences, and enhanced accessibility underscores India's position as a key player in driving the growth trajectory of the global organic cosmetics market. As demand continues to surge, businesses operating in this space can capitalize on India's burgeoning market by aligning

their offerings with local preferences and leveraging distribution channels to cater to the evolving needs of Indian consumers

#### Key Companies in the Market

<ul style="list-style-type: none"> <li>• 'Oréal</li> <li>• Shiseido</li> <li>• Coty Inc.</li> <li>• Beiersdorf</li> <li>• Avon Products</li> <li>• Revlon</li> </ul>	<ul style="list-style-type: none"> <li>• Procter &amp; Gamble</li> <li>• Henkel</li> <li>• Amorepacific Corporation</li> <li>• Kao Corporation</li> <li>• Natura &amp;Co</li> </ul>	<ul style="list-style-type: none"> <li>• Estée Lauder</li> <li>• Colgate-Palmolive</li> <li>• Oriflame Cosmetics</li> <li>• Mary Kay Inc.</li> </ul>	<ul style="list-style-type: none"> <li>• Johnson &amp; Johnson</li> <li>• The Body Shop</li> <li>• Clarins</li> <li>• Chanel</li> <li>• Unilever</li> </ul>
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#### Organic Cosmetics Market by Segmentation

<b>By Product Type:</b> <b>Skin Care</b> Creams & Lotions, Serums, Face Packs/Masks Cleanser and Other <b>Body Care</b> Soaps, Shower Gels, Cream, Oils, Fragrance	<b>Makeup</b> Facial Products, Eye Products, Lip Products, Nail Products, <b>By Price Range</b> Economy, Mid-range, Premium <b>Hair Care</b> Shampoo, Conditioner Hair Oil, Hair Dye, Others	<b>By Sales Channel</b> Hypermarkets/Supermarkets, Convenience Stores, Specialty Stores, Direct Selling, Departmental Stores, Online Retailing, Other Sales Channels <b>By Region</b> North America, Latin America, Asia Pacific, Middle East and Africa (MEA), Europe <b>By End User</b> Men, Women, Unisex, Baby
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#### Systematic Literature Review

This study employed a systematic literature review methodology to examine published research on sales and distribution of organic beauty products. The systematic review process typically consists of three main phases: planning, conducting, and reporting, as illustrated in Table 1. Specifically, the study adhered to the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) approach. PRISMA was chosen due to its well-defined steps in identifying, selecting, assessing, and synthesizing

literature findings, which are essential for transparent, comprehensive, and accurate reporting of systematic reviews, thus aiding evidence-based decision making (Page et al., 2021, p. 7). The PRISMA methodology follows a structured sequence adapted from the framework proposed by Keathley-Herring et al. (2016). The subsequent sections outline the stages and procedures involved in the PRISMA approach.

Table-1: Stages of review

Stage-1	Stage-2	Stage-3
Planning phase	Conducting phase	Reporting phase

#### Stage-1: Planning phase

Formulating Research Objectives and Questions

As articulated in the introduction, the primary aim of this research is to investigate the sales and distribution patterns of organic beauty products, with a particular focus on the Indian market. To achieve this objective, the study addresses the following research questions:

1. What are the prevailing trends in the sales of organic beauty products within the Indian market?
2. How is the distribution network structured for organic beauty products in India?

These research questions serve as guiding pillars for the study, aiming to uncover insights into the dynamics of the organic beauty product industry within the Indian context.

#### Data Source

The study accessed relevant literature from reputable academic databases, including Scopus and Google Scholar, leveraging an institutional subscription. These databases provided access to a wide range of scholarly articles and publications, ensuring a comprehensive review of existing research on the topic of sales and distribution of organic beauty products. By utilizing these platforms, the study aimed to gather high-quality and diverse sources to inform its analysis and conclusions.

#### Search Strategy

To retrieve pertinent literature from the Scopus and Google Scholar databases, the study employed the following search strings:

#### For Scopus:

- "Sales and distribution of organic beauty products"
- "Organic beauty products market trends"
- "Consumer preferences for organic cosmetics"
- "Organic skincare industry in India"
- "Distribution channels for natural beauty products"

#### For Google Scholar:

- "Sales trends of organic beauty products"

- "Organic cosmetics distribution channels"
- "Consumer behavior towards natural skincare products"
- "Indian organic beauty industry analysis"
- "Market dynamics of organic personal care products"

These search strings were carefully crafted to capture a broad spectrum of literature relevant to the research objective, ensuring comprehensive coverage of the topic area.

#### Inclusion Criteria

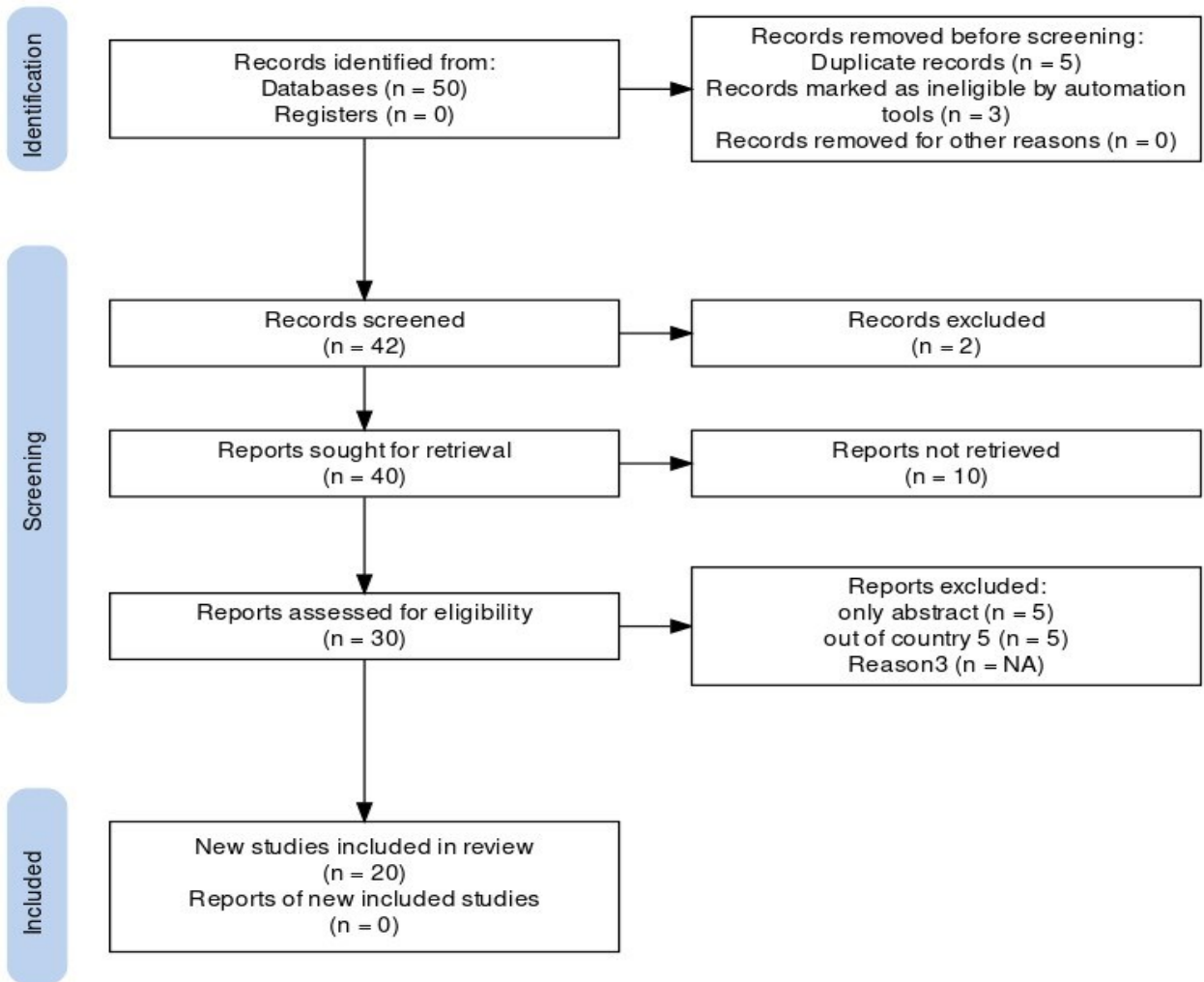
The study targeted academic journal articles and conference proceedings published between 2017 and 2023 in English, focusing specifically on research addressing sales and distribution strategies of organic beauty products. This selection criteria ensured that the literature reviewed was recent and relevant to the contemporary landscape of the organic beauty industry. By narrowing the focus to academic sources, the study aimed to gather rigorous and scholarly insights into the sales and distribution dynamics within this niche market segment.

#### Exclusion Criteria

The literature published from book chapters, editorials, trade publications. Additionally, it excluded studies unrelated to organic beauty products and removed duplicated studies to ensure the review focused solely on academic journal articles and conference proceedings from the years 2017 to 2023. This refined approach aimed to maintain the relevance, rigor, and coherence of the literature reviewed, aligning closely with the research objectives and methodology.

#### Stage-2: Conducting phase

The literature screening process adhered to the PRISMA technique, as illustrated in the PRISMA flowchart, which guided the refinement of identified studies based on their titles, abstracts, and keywords. Following this initial screening, selected studies underwent further scrutiny through a thorough examination of their full texts. This multi-stage screening approach ensured a comprehensive review of the literature while maintaining alignment with the PRISMA guidelines.



### Reporting the Review

The subsequent section of this report delves into a comprehensive analysis and discussion of the studies shortlisted from the review process. These chosen pieces of literature underwent further examination and were organized into various categories based on publication trends, sources, geographical locations, research methodologies, theoretical perspectives, identified themes/factors from the literature, and a succinct summary of each selected study.

### Results and Discussion

Following the PRISMA approach, twenty articles underwent selection for review and synthesis, providing valuable insights into current research on sales and distribution strategies concerning organic beauty products. Despite the modest number of review papers, this collection remains sufficient for generating meaningful insights, a common occurrence in systematic literature reviews due to the rigorous screening and filtering processes (Robinson and Lowe, 2015). Table 1 presents a summary

of the twenty chosen academic literature pieces. In this section, the authors will discuss trends and synthesize findings from these selected works. A subsequent subsection will examine the current state of studies focusing on sales and distribution of organic beauty products.

### Publication Year

The reviewed articles span from 2011 to 2023, with a distribution across the years as follows: two in 2023, one in 2022, six in 2021, and one in 2020. Additionally, there were two publications in 2019 and two in 2018 and each one article from 2017, 2016, 2015, 2013 and two from 2011. Notably, there was an increase in publications in 2020, potentially influenced by the introduction of Indian standards on organic beauty products in 2019. This surge in research attention underscores the significance of organic beauty products, particularly regarding sales and distribution strategies. The authors advocate for policymakers and practitioners to recognize this trend, emphasizing the growing awareness and market potential in the organic beauty sector.

Authors (Years)	Title	Source	Country	Methodology	Theme
Lakshmi Prabha, S., and M. Sindhuja (2022)	A Study on Buying Behaviour of Consumers Towards Organic Cosmetic Products in Madurai City	Shanlax International Journal of Arts Science and Humanities	India	Quantitative survey	Customer knowledge in buying cosmetics products
Sudha Ravishankar & Aditi Dhekle (2021)	The Influence Of Indian Organic Beauty Brands On Young Women Via Instagram Marketing	A Global Journal of Interdisciplinary Studies	India	Quantitative survey	Customer Influence through Instagram marketing

Atta, Hafiza et.al (2021).	Consumer Values for Organic Personal Care Products in the Fields of Health and Cosmetics	International Journal of Innovative Science and Research Technology	India	Quantitative survey	Understanding the consumer mind relating to Organic Personal Care Products
Abdullah et.al (2017)	The Purchase Behavior and Cosmetic Consumption Pattern among Young Females in Delhi and NCR	Journal of Social and Development Sciences	India	Quantitative survey	Young females buying behavior towards cosmetic consumption
Sushant Kumar, et.al (2021)	Purchasing natural personal care products in the era of fake news? The moderation effect of brand trust	Journal of Retailing and Consumer Services	Netherlands	Quantitative survey	Brand building of personal care products
Amberg, N.; Fogarassy, (2019),	Green Consumer Behavior in the Cosmetics	MDPI	Switzerland	Quantitative survey	Customers using ecofriendly cosmetics
Gupta, P. (2023),	Factors Stimulating the Indian Female Consumer's Purchase Intentions and Preferences Towards Skin Care Products: A Review of Pre-Purchase Stage	<a href="https://publication.iift.ac.in/index.asp">https://publication.iift.ac.in/index.asp</a>	India	Quantitative survey	Female consumers reasons to buy skin care products
Singhal, A., and Malik, G. (2018), ,	The Attitude and Purchasing of Female Consumers towards Green Marketing Related to Cosmetic Industry,	Journal of Science and Technology Policy Management	India	Quantitative survey	Evolution of female consumers towards buying organic cosmetics
Meckfessel, M.H., and Brandt, S. (2019)	The Structure, Function, and Importance of Ceramides in Skin and their Use as Therapeutic Agents in Skin Care Products,	Journal of the American Academy of Dermatology,	USA	Quantitative survey	Usage of ceramides in skin and medicinal use
Yildirim, A. E. (2021)	Evaluation of Marketing Components of Organic Cosmetics in terms of Sociodemographic Composition of Women Consumers	International Journal of Management and Administration	India	Quantitative survey	Marketing ways to understand the women's social and demographic variables of cosmetic products
Ishaq, S et.al (2021)	Factors Influencing Female Purchase Behavior for Organic Cosmetic Products in Pakistan	Global Social Sciences Review	Pakistan	Quantitative survey	Influencing factors to buy cosmetic products
Kumudhini, N. & Kumaran, S. S. (2020)	Factors Influencing on Purchase Intention towards Organic and Natural Cosmetics	The Conference Proceedings of 11th International on Business & Information ICBI, University of Kelaniya	Sri Lanka	Quantitative survey	Intention of purchase towards organic and natural cosmetics
Divya Bharathi & Dr. G. P. Dinesh (2018)	Female Consumer: Importance Of Cosmetics And Beautification In Their Buying	Journal of Emerging Technologies and Innovative Research (JETIR)	India	Qualitative survey	Importance of cosmetics to women consumers
Fetra Venny Riza et al (2023)	Improving the Family Economy Through Education on Making Pekaor (Organic Glass Cleaner) From Waste Orange Peel, Lemongrass, Aloe Vera in Brayan Bengkel District	Jurnal Pengabdian Kepada Masyarakat	Riau	Qualitative survey	Process of preparing organic products
Bhanu Pratap Singh (2021)	Marketing of Organic Product in India	Institute of Management Studies, Indore	India	Qualitative survey	Marketing concepts of organic products
Santos, B.F et al(2015)	Sustainability, natural and organic cosmetics: consumer, products,,	Brazilian Journal of Pharmaceutical sciences	Brazil	Qualitative survey	Consumers prospective towards organic cosmetic products
Kim, H.Y. , Chung & Jae-Eun. (2011)	Consumer purchase intention for organic personal care products	Journal of Consumer Marketing	China	Qualitative survey	Intention of purchase towards organic personal products
Emerald, M et al (2016)	Perspective of Natural Products in Skincare.	Pharmacy & Pharmacology International Journal,	USA	Qualitative survey	Consumers view of skin care products
Ling, C. Y. (2013).	Consumers' purchase intention of green products: products: an investigation of the drivers and moderating variable	Elixir marketing management	USA	Qualitative survey	Intention of purchase towards green products

Fonseca-Santos, B., (2015)	Sustainability, natural and organic cosmetics: consumer, products, efficacy, toxicological and regulatory considerations.	Brazilian Journal of Pharmaceutical Sciences,	Brazil	Quantitative survey	Implications of regulatory bodies on cosmetics products
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### Publication Source

The twenty articles chosen for review were sourced from a variety of academic journals, with a majority originating from India. Other articles hailed from countries including the Netherlands, USA, and Switzerland. The selected journals encompassed a range of disciplines and include Shanlax International Journal of Arts Science and Humanities, A Global Journal of Interdisciplinary Studies, International Journal of Innovative Science and Research Technology, Journal of Social and Development Sciences, Journal of Retailing and Consumer Services, MDPI, Journal of the American Academy of Dermatology, and Journal of Science and Technology Policy Management.

### Publication by Methodology

The systematic review reveals that all the articles under scrutiny adopted a single-method approach, with the survey technique being the predominant choice for data collection among the twenty quantitative studies. Specifically, survey questionnaires emerged as the preferred method. This observation findings, which similarly highlighted the widespread use of online or printed questionnaires in scholarly research. While the quantitative approach predominates in this review, it also underscores the potential for integrating qualitative methods. Hence, there's a suggestion that employing mixed methodologies, which combine quantitative and qualitative techniques, could offer a more comprehensive understanding of the subject matter.

### CONCLUSION

In conclusion, the field of organic beauty products remains relatively understudied on a global scale, as evidenced by the limited number of available studies. This paper aimed to address this gap by conducting a systematic literature review using the PRISMA methodology to explore current trends and the state of sales and distribution strategies research in this domain. Twenty articles were meticulously selected and reviewed from the online Scopus database and Google Scholar, allowing for the identification of trends across various parameters such as publication years, countries, methodologies, theories, and thematic areas related to green beauty products.

The findings of the systematic review highlighted several noteworthy points. Firstly, it was evident that the landscape of research in organic beauty products might be influenced by leading reputed brands, as indicated by the concentration of studies. Additionally, a substantial proportion of the reviewed articles originated from specialized journals with a focus on cosmetic products, suggesting a dedicated interest in this niche area. Furthermore, the predominant research methodology employed was quantitative surveys, with questionnaires being the preferred data collection tool. However, it was noted that there is room for further development in terms of theoretical underpinnings. Despite the adoption of quantitative approaches, many studies did not explicitly specify theoretical frameworks, perhaps indicating the need for tailored theoretical models to accommodate the unique nature of organic beauty products. Lastly, the paper elucidated on the thematic areas extracted from the systematic literature review findings, providing valuable insights into the current status of research in organic beauty products. While there have been advancements in understanding sales and distribution strategies within this domain, the review also shed light on significant knowledge gaps and practical limitations that warrant further exploration and investigation. Thus, there is a clear call for more comprehensive and theoretically grounded research to advance our understanding of this burgeoning field.

### Research Contributions

This review makes substantial contributions to the realm of organic beauty products, particularly focusing on sales and distribution strategies. Firstly, it offers a comprehensive analysis of existing literature, providing valuable insights into current trends and identifying gaps in sales and distribution within the organic beauty products sector. Secondly, it adds to the existing

body of knowledge by examining overlooked trends and themes, thereby expanding our understanding of organic beauty product sales and distribution. Thirdly, it offers practical implications for scholars by highlighting emerging trends that could enhance the application of organic beauty products, particularly in the context of halal pharmaceuticals. Overall, this study significantly advances the understanding of sales and distribution in the organic beauty products industry and sets a foundation for future research. Its insights have the potential to inform both research and practice in this field, making it a valuable resource for further exploration and development.

### Limitations and Future Directions

While this review paper offers valuable insights, it is essential to acknowledge its limitations. Firstly, the analysis is based solely on selected articles, which may limit the generalizability of findings. Additionally, the reliance on only two databases, Scopus and Google Scholar, suggests the potential for overlooking relevant studies from other sources. This could be addressed in future research by incorporating a broader range of databases for a more comprehensive review. Moreover, the inclusion of studies from Google Scholar raises concerns about the quality of sources, particularly those with low citation counts, which may impact the credibility of findings.

However, despite these limitations, the paper effectively addresses research questions regarding current trends and the state of organic beauty products research. The systematic literature review underscores a notable interest in this area, particularly from the perspective of LSCM (Logistics and Supply Chain Management). This highlights a significant knowledge gap and practical challenges within the field. Overall, the paper represents a pioneering effort in exploring organic beauty products research from an LSCM standpoint, providing valuable theoretical insights that pave the way for future research directions.

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