

Lenzing's VEOCEL™ brand achieves double-digit growth in Asia through innovative nonwovens applications

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- Increased environmental consciousness in younger consumers drives strong market growth
- VEOCEL™ expects further growth potential in the personal hygiene segment whilst demand for beauty care products remains strong

4 August 2021, Lenzing – Globally, the hygiene components market is predicted to grow to USD92.5 billion by 2022¹, while the facial sheet masks market is forecasted to reach USD14 billion by 2030². This strong market growth is reflected in Lenzing's VEOCEL™ brand story in Asia where the brand recorded a staggering double-digit growth in the last year, compared to the pre-pandemic period. It is expected that the high demand for personal hygiene products in Asia will continue, even after the pandemic's immediate impact lessens, whilst the beauty care segment is also forecasted for high growth.

In particular, the beauty care product trend has started to gain more prevalence in Southeast Asia. Strong growth potential is driven by the rise of environmental consciousness among younger consumers and VEOCEL™ has been actively expanding its partner and customer networks in the region.

Steven Tsai, Senior Regional Commercial Director for Nonwovens Asia, Lenzing, said, "We have observed a significant behavioral change in consumers since the beginning of the pandemic. As people spend more time at home, they are prioritizing self-care, causing them to invest in products which will improve their personal well-being. Globally, VEOCEL™ has three core segments – Personal Hygiene, Beauty Care, and Wipes. In Asia specifically, we are seeing high growth potential in the beauty care segment with an increased demand for facial sheet masks and facial cleansing wipes, as well as in the hygiene market where more consumers are prioritizing their health and cleanliness."

Strong brand partnerships add value to the planet

Since the introduction of the VEOCEL™ certification criteria in July 2019, the VEOCEL™ brand logo has been featured on personal hygiene and beauty care products made from cellulosic and biodegradable fiber materials.

¹ Source: [Smithers](#)

² Source: [Transparency Market Research](#)

This created an important benchmark for the industry, which is represented by the robust brand partner portfolio the VEOCEL™ brand exhibits across Asia.

VEOCEL™ branded lyocell fibers are currently used in Asian facial sheet mask brands like Annie's Way, Deepondé, Sensatia Botanicals and Watsons' HA facial sheet mask collection. Facial sheet masks made of these fibers are not only naturally smooth and certified clean and safe, but they are also of 100% botanic origin and produced using eco-responsible production processes. Lenzing's patented Translucency technology further complements the fiber's features, providing a tender luxurious feeling on the skin and a premium level of fineness.

Feminine hygiene product brands such as Yeijimin Forest Story in Korea and Kotex Nature in China also use 100% VEOCEL™ branded lyocell fibers as the top sheet of their sanitary napkins. The recent launch of VEOCEL™ branded lyocell fibers with patented Dry technology will be especially beneficial for products which need to provide a feeling of dryness for the wearer, ensuring great comfort.

New market opportunities from the EU Single Use Plastics Directive

With VEOCEL™ branded fibers confirmed by the European Commission's Single-Use Plastics (SUP) Directive in June 2021³ as sustainable alternatives to single-use plastics in many everyday applications, the brand envisions new business opportunities in Asia.

"The EU SUPD has set a new industry standard which is expected to positively impact Asia as well. We hope the Directive will encourage brands and business partners to re-evaluate global best practices and switch to more eco-friendly alternatives, such as VEOCEL™ branded Lyocell fibers," Tsai commented, "We believe the demand for sustainable non-plastic nonwovens from renewable sources will continue to increase. We are currently exploring the unlimited possibilities of eco-friendly nonwovens fiber to support the growing demand for sustainable materials in Asia."

For more information about VEOCEL™ brand's presence in Asia, please refer to the appendix.

Images related to the announcement can be downloaded [HERE](#)

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³ The EU Commission's Single-Use Plastics (SUP) Directive provides standardized marking requirements for wet wipes and feminine hygiene products which contain plastics. More information can be found https://ec.europa.eu/environment/pdf/plastics/guidelines_single-use_plastics_products.pdf

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About VEOCEL™

VEOCEL™ is Lenzing Group's flagship specialty nonwoven brand. Derived from renewable raw material wood, VEOCEL™ provides natural care, every day, and is committed to driving industry standards around sustainability and natural comfort in the nonwoven sector. VEOCEL™ transfers the essence of nature into nonwoven products through the beneficial properties of VEOCEL™ fibers, including natural absorbency, liquid distribution, contribution to breathability, biodegradability and versatility.

The VEOCEL™ product portfolio features VEOCEL™ Lyocell and Specialty Viscose fibers that are tailored for sustainable lifestyles and helps to maintain environmental balance by being fully integrated into nature's cycle. The fibers are certified clean and safe, biodegradable, from botanic origin and manufactured in an environmentally responsible production process. The VEOCEL™ brand is categorized into four branded offers including VEOCEL™ Beauty, VEOCEL™ Body, VEOCEL™ Intimate and VEOCEL™ Surface and its fibers are used in baby care, beauty and body care, intimate care and surface cleaning products.

Fibers under the VEOCEL™ brand are derived from renewable wood sources from certified and controlled forests and plantations and are manufactured in environmentally responsible and closed loop production processes. All standard VEOCEL™ fibers are certified compostable and biodegradable under industrial, home, soil, fresh water and marine conditions, enabling them to break down safely into raw materials and fully revert back into the environment.

About the Lenzing Group

The Lenzing Group stands for ecologically responsible production of specialty fibers made from the renewable raw material wood. As an innovation leader, Lenzing is a partner of global textile and nonwoven manufacturers and drives many new technological developments.

The Lenzing Group's high-quality fibers form the basis for a variety of textile applications ranging from elegant ladies clothing to versatile denims and high-performance sports clothing. Due to their consistent high quality, their biodegradability and compostability Lenzing fibers are also highly suitable for hygiene products and agricultural applications.

The business model of the Lenzing Group goes far beyond that of a traditional fiber producer. Together with its customers and partners, Lenzing develops innovative products along the value chain, creating added value for consumers. The Lenzing Group strives for the efficient utilization and processing of all raw materials and offers solutions to help redirect the textile sector towards a closed-loop economy. In order to reduce the speed of global warming and to accomplish the targets of the Paris Climate Agreement and the "Green Deal" of the EU Commission, Lenzing has a clear vision: namely to make a zero-carbon future come true.

Key Facts & Figures Lenzing Group 2020

Revenue: EUR 1.63 bn
Nameplate capacity: 1,045,000 tons
Employees: 7,358

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Appendix

A. Key Highlights of VEOCEL™ brand presence in Asia

Facial Sheet Masks	Sanitary Napkins
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Watson's HA (Asia)	Kotex Nature (China)
Annie's Way Bubble Tea Mask (Taiwan)	Forest Story=The Forest (Korea)
Annie's Way Mask Gallery (Taiwan)	29 Days (Korea)
Bridge TimeShield (Taiwan)	Klar (Korea)
Deepondé (Korea)	Beautid (Korea)
Necker (Korea)	O'price (Korea)
Sensatia Botanicals (Indonesia)	

Baby Wipes	Wipes
Kindoh (Korea)	MyWet (Japan)
Amway Wellros (Korea)	Seasons® Dry Wipe (China)

B. What brands think about VEOCEL™ branded fibers

Annie's Way (Taiwan)

"Nowadays, consumers pay more attention to safety, naturalness and sustainability in products. Although the product positioning and price of the Annie's way brand is important, we chose VEOCEL™ branded fiber as materials for our masks to show our commitment towards natural environmental protection and embrace sustainability for consumers." – Rosie Cheng, Overseas Sales Representative, Annie's Way

Kindoh (Korea)

"Kindoh always tries to provide the best product at a reasonable price to help consumers who have a busy and difficult parenting life. The VEOCEL™ brand aligns with Kindoh's purpose and through our eco-friendly and biodegradable wipes, we are able to build a greener future for babies and nature. Wipes made of 100% VEOCEL™ Lyocell fiber are the best-selling item within our wipes product category and consumers immediately recognize the difference of wipes containing VEOCEL™ fibers." – Kisub Lee, Product Manager, Kindoh

Kotex Nature (China)

"We want to provide a comfortable solution that makes the period experience as unnoticeable as possible. Through a plant-based and eco-friendly fiber, the VEOCEL™ brand synergizes with the Kotex brand to provide the best products to support both girls and the environment. Our users say that VEOCEL™ branded fibers are soft, breathable and good for the Earth." – Elaine Zhang, Product Manager, Kotex Nature

MyWet (Japan)

"MyWet is specially made for personal care and the feel is of utmost importance. We are pleased with the gentle touch of VEOCEL™ Lyocell fibers. As consumers become more eco-conscious, having the VEOCEL™ logo on our product packaging gives consumers confidence that the product has botanic origin and is biodegradable, leaving a good impression for consumers." – Mr. Daigo Murata, MyWet

Yejimiin Forest Story (Korea)

"Consumers in Korea are very sensitive towards the ingredients of feminine hygiene products. Due to the spread of chemophobia in recent years, more consumers are looking for verified and safe products. This led to our switch to VEOCEL™ branded fibers as it is of botanic origin and eco-friendly. Feedback so far is that the product is refreshing, reliable, safe and eco-friendly." - Koeun Lee, Marketing Manager, Yejimiin