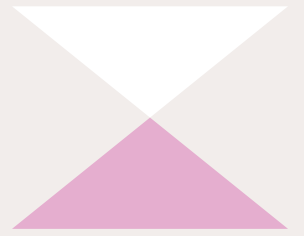
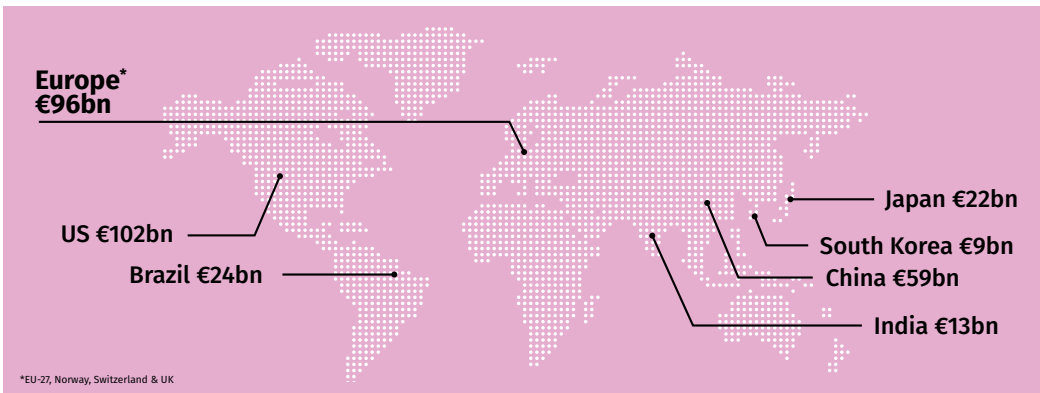


Socio-economic contribution of the European cosmetics industry



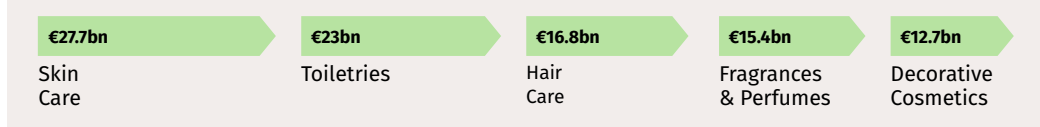
EUROPE IS A GLOBAL FLAGSHIP MARKET FOR COSMETIC PRODUCTS



> €49.1bn
trade in cosmetic products within Europe in 2023

> €28.2bn
total export of cosmetic products from Europe in 2023

SKIN CARE & TOILETRIES: largest share of the European market (2023)



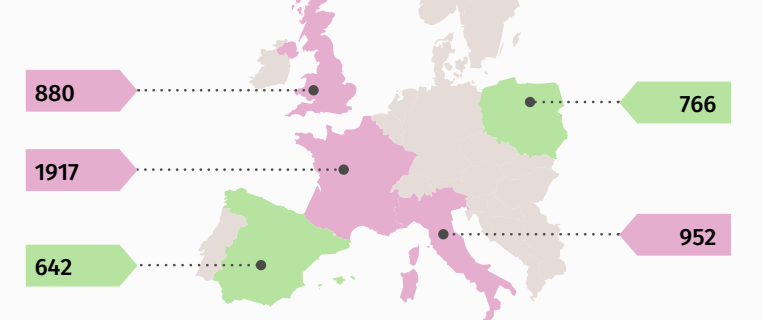
France & Germany: Europe's main exporters
App. 50% of total global exports from Europe

Cosmetics Europe, Market Performance Report 2023.

SMES & BIG COMPANIES ARE KEY DRIVERS OF INNOVATION & ECONOMIC GROWTH IN THE INDUSTRY

Nearly 9,000 SMEs THE NUMBER IS GROWING

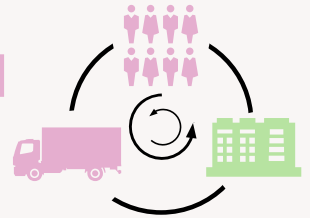
The France, Italy & UK have the largest number of SMEs; followed by Poland and Spain



Cosmetics Europe, Market Performance Report 2023.

THE INDUSTRY SUPPORTS MILLIONS OF EUROPEAN JOBS UP & DOWN THE VALUE CHAIN

Over **3 MILLION JOBS** across Europe



259,244 people employed directly
2,676,571 people employed indirectly
>587,000 people employed through induced effects

Cosmetics Europe, Market Performance Report 2023.

COSMETICS AND PERSONAL CARE PRODUCTS ARE ESSENTIAL TO THE WELL-BEING OF PEOPLE



COSMETICS ARE USED MULTIPLE TIMES EVERYDAY

over **7** different cosmetics daily

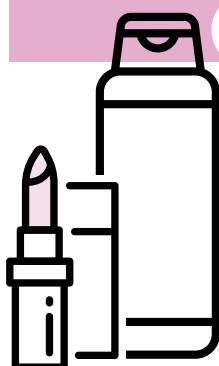
nearly **13** different cosmetics weekly

USED BY CONSUMERS...

1. For their personal hygiene
2. To feel good about themselves
3. To protect their skin or hair

71% of consumers feel cosmetics and personal care products they use improve their quality of life

IMPORTANT VERY IMPORTANT



70% of consumers said cosmetics and personal care products are important or very important for building their self-esteem

Cosmetics Europe, European Consumer Perception Study 2022.