1. EUROPE IS THE GLOBAL FLAGSHIP MARKET

- France €8.6bn
- Germany €3.3bn
- Europe €23.4bn

27.1% Fragrances
24.8% Toiletries
18.7% Hair Care
14.0% Decorative

15.4% Men
62.9% Women

- USA €73.7bn
- Brazil €23.4bn
- India €12bn
- South Korea €10.3bn
- China €54.9bn
- Japan €32.6bn

Europe is the largest cosmetics market, globally, with a value of €79.8bn.

*Based on Euromonitor data adjusted with Cosmetics Europe internal data.

COVID-19 IMPACT

The pandemic has had a profound impact on individuals, communities and almost every industry. This infographic reflects the figures of 2019, which was still a year of growth for the cosmetics industry. However, this picture has changed in 2020 and the consequences of the pandemic will continue to influence the performance of the cosmetics market in the years to come, in ways that are still difficult to accurately predict.

Helping consumers navigate the pandemic

The cosmetics industry produces many of the products that routine help people protect against infection, such as hand gels and soap. The continued availability of such products is essential for people at home, at work, in care homes and hospitals.

- Cosmetics and personal care companies mobilised their efforts, such as ramping up production of critical hygiene and hand cleansing products, including converting normal production lines to make these products.
- They have been providing hygiene products, moisturizers and essentials to emergency services, as well as monetary donations to various organisations dedicated to combating the virus and its effects.
- You can find out more about what individual companies and national associations are doing as part of their pandemic response on our online information point: cosmeticseurope.eu/how-we-take-action/covid19

Medium-term perspective

The cosmetics industry, operating through innovative companies, both large and small, will contribute to a sustained recovery that maintains and creates high-quality jobs and value chains.

In 2019, the European cosmetics industry directly or indirectly employed over 1,855,000 people, including 30,000 scientists.

COSMETICS & PERSONAL CARE INDUSTRY IN EUROPE: ECONOMIC CONTRIBUTION IN 2019

1. POST-PANDEMIC RECOVERY

Post-pandemic recovery

The cosmetics industry is set to be an important part of the recovery.

3. SMES & LARGER COMPANIES DRIVE INNOVATION AND PROVIDE HIGH-QUALITY JOBS

Over 2 million jobs across Europe

Total of SMEs in Europe

92.5%
8.5%

Total of SMEs in Europe

206,840 Direct Employees
1,648,272 Indirect Employees

2. THE INDUSTRY SUPPORTS JOBS, TRADE AND RECOVERY

THE COSMETICS INDUSTRY IS SET TO BE AN IMPORTANT PART OF THE RECOVERY.

Product diversity

- Fragrances 16.0%
- Hair Care 24.8%
- Skin care 27.1%
- Toiletries 15.4%

Helping consumers navigate the pandemic

 helping consumers navigate the pandemic

Post-pandemic recovery

The lockdown in the first half of 2020 has led to a decline in demand for certain categories of products as self-isolation and limited social interactions have altered consumers’ ordinary purchasing habits. Although this sector was growing before 2019, recovering lost ground overall is expected to be a gradual process.

In 2019, the European cosmetics industry directly or indirectly employed over 1,855,000 people, including 30,000 scientists.

CAGR, 2019-2023 (Euromonitor International)

The cosmetics industry, operating through innovative companies, both large and small, will contribute to a sustained recovery that maintains and creates high-quality jobs and value chains.

In 2019, the European cosmetics industry directly or indirectly employed over 1,855,000 people, including 30,000 scientists.

COSMETICS & PERSONAL CARE INDUSTRY IN EUROPE: ECONOMIC CONTRIBUTION IN 2019

1. POST-PANDEMIC RECOVERY

Post-pandemic recovery

The cosmetics industry is set to be an important part of the recovery.

3. SMES & LARGER COMPANIES DRIVE INNOVATION AND PROVIDE HIGH-QUALITY JOBS

Over 2 million jobs across Europe

Total of SMEs in Europe

92.5%
8.5%

Total of SMEs in Europe

206,840 Direct Employees
1,648,272 Indirect Employees

2. THE INDUSTRY SUPPORTS JOBS, TRADE AND RECOVERY

THE COSMETICS INDUSTRY IS SET TO BE AN IMPORTANT PART OF THE RECOVERY.

Product diversity

- Fragrances 16.0%
- Hair Care 24.8%
- Skin care 27.1%
- Toiletries 15.4%

Helping consumers navigate the pandemic

 In 2019, the European cosmetics industry directly or indirectly employed over 1,855,000 people, including 30,000 scientists.

CAGR, 2019-2023 (Euromonitor International)

The cosmetics industry, operating through innovative companies, both large and small, will contribute to a sustained recovery that maintains and creates high-quality jobs and value chains.

In 2019, the European cosmetics industry directly or indirectly employed over 1,855,000 people, including 30,000 scientists.