

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

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.

The current expectation is that the sector slowly returns to growth as consumer expenditure on cosmetics recovers, new trends emerge, and as the industry adapts to changes and innovates. Check these pullout boxes to better understand the impact of the COVID-19 pandemic on the cosmetics sector.

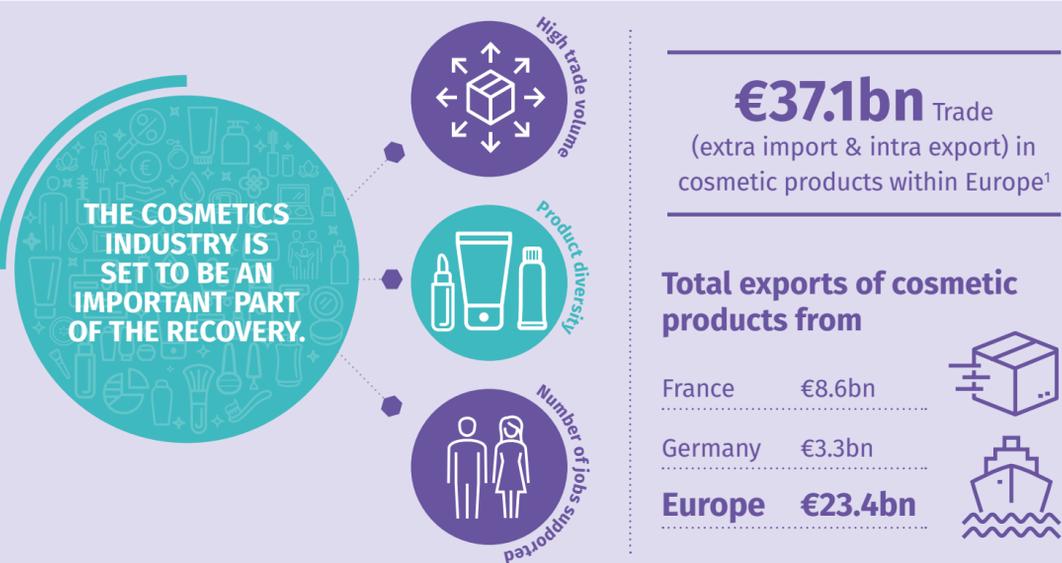
1. EUROPE IS THE GLOBAL FLAGSHIP MARKET



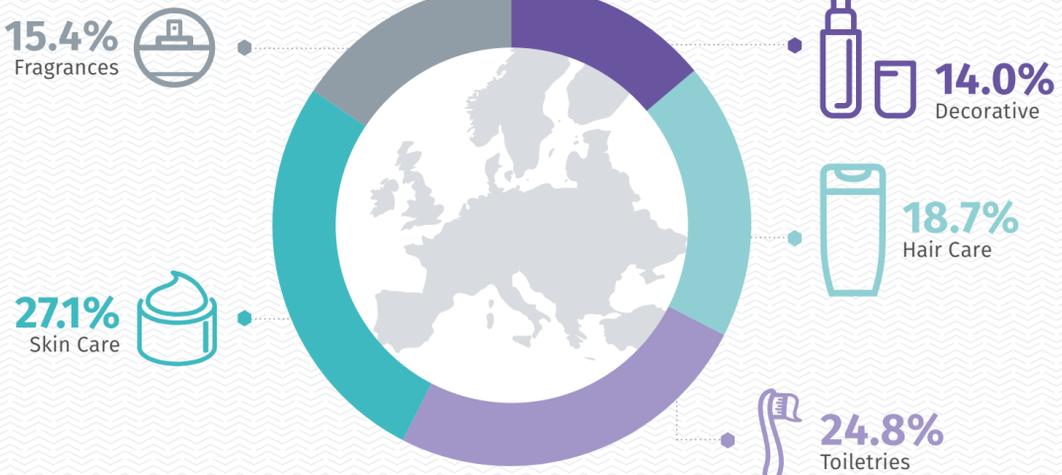
Post-pandemic recovery

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.

2. THE INDUSTRY SUPPORTS JOBS, TRADE AND RECOVERY



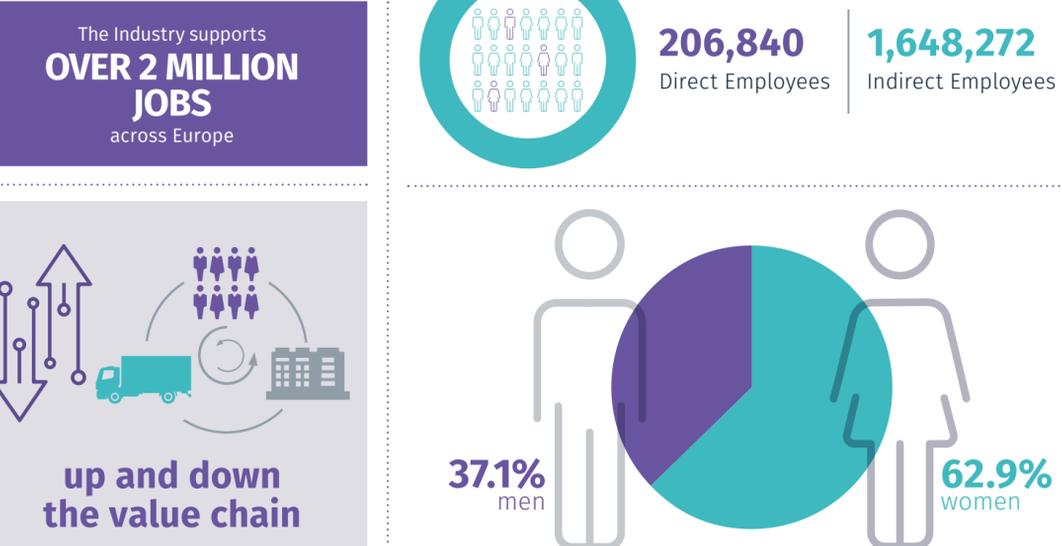
Product diversity



Helping consumers navigate the pandemic

- The cosmetics industry produces many of the products that routinely 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

European jobs



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

The cosmetics industry, operating through innovative companies, both large and small, will contribute to a sustainable 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.

Figures in Sections 2 and 3 are based on the Cosmetics Europe Market Performance 2019 report

Medium-term perspective

The impact of COVID-19 has not been even across the sector, mostly due to shifting consumption patterns. Over the 2019-23 period, skin care and toiletries, two of the largest categories are expected to report a positive value CAGR, Compound Annual Growth Rate.



CAGR, 2019-2023 (Euromonitor International)