

SOCIO-ECONOMIC CONTRIBUTION OF THE EUROPEAN COSMETICS INDUSTRY

EUROPE IS THE GLOBAL FLAGSHIP MARKET FOR COSMETIC PRODUCTS



> €29bn
trade in cosmetic products within Europe in 2020

€22.55bn
total export of cosmetic products from Europe in 2020

SKIN CARE & TOILETRIES: largest share of the European market (2020)



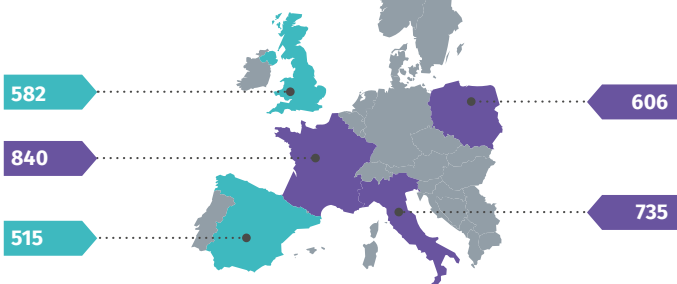
France & Germany: Europe's main exporters
Over 50% of total global exports from Europe

Cosmetics Europe, Market Performance Report 2020.

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

>6,000 SMEs THE NUMBER IS GROWING

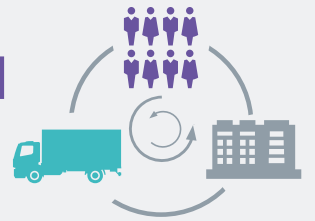
France, Italy & Poland have the largest number of SMEs; followed by the UK and Spain



Cosmetics Europe, Market Performance Report 2020.

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

Over **2 MILLION JOBS** across Europe



229,400 people employed directly
1.69 million people employed indirectly
>383,000 people employed through induced effects

Cosmetics Europe, Market Performance Report 2020.

A SCIENCE-DRIVEN & HIGHLY INNOVATIVE INDUSTRY

Expenditure on R&D in Europe
€2.35bn

> 32,000 scientists employed in the sector

Cosmetics Europe, Socio-Economic Contribution of the European Cosmetics Industry Report 2019.
Cosmetics Europe, Market Performance Report 2020.

THE INDUSTRY IS ABOUT TAKING CARE OF PEOPLE

72% OF CONSUMERS feel the cosmetics and personal care products they use improve their quality of life

80% OF CONSUMERS identify cosmetics and personal care products as important or very important in building up self-esteem



Handwashing with soap: reduces risk of diarrhoea by **~44-47%** & acute respiratory illness by **23%**

Cosmetics Europe, Consumer Insights report 2017.
Ensink J (2015): Well Factsheet: Health impact of handwashing with soap.



Cosmetics Europe
the personal care association