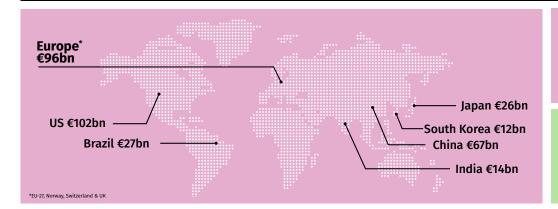
# Socio-economic contribution of the European cosmetics industry



### **EUROPE IS A GLOBAL FLAGSHIP MARKET FOR COSMETIC PRODUCTS**



> €49.1bn trade in cosmetic products within

#### > €28.2bn

total export of cosmetic products from Europe in 2023

France & Germany: Europe's main exporters

App. 50% of total global exports from Europe

**SKIN CARE & TOILETRIES:** 

largest share of the European market (2023)

€16.8bn

**€27.7bn €23bn**Skin Toiletries
Care

etries Hair Care €15.4bn

Fragrances
& Perfumes

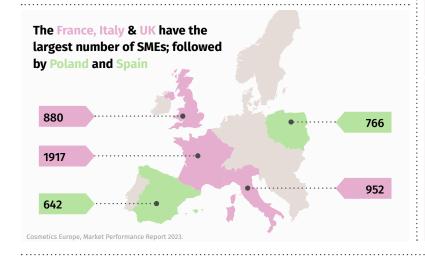
€12.7bn

Decorative
Cosmetics

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 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

osmetics Europe, Market Performance Report 2023.

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



72%

of European consumers see cosmetics and personal care products as important or very important in their daily lives



## COSMETICS ARE USED MULTIPLE TIMES EVERYDAY



over 7 different cosmetics daily



nearly 13 different cosmetics weekly

#### **USED BY CONSUMERS...**



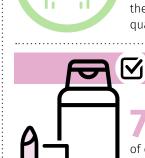
**1.** For their personal hygiene



**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



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

