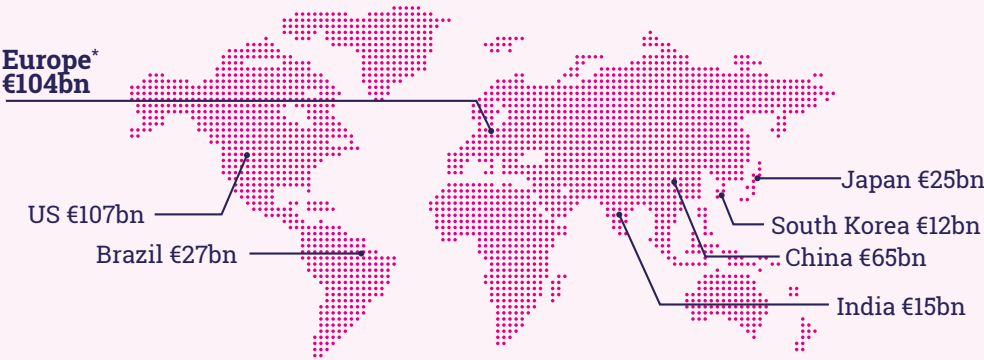


Socio-economic contribution of the European cosmetics industry

EUROPE IS A FLAGSHIP MARKET FOR COSMETICS AND PERSONAL CARE PRODUCTS

Retail sales valued at €104 billion in 2024



> €52.3bn

trade in cosmetic products within Europe in 2024

> €29.4bn

total export of cosmetic products from Europe in 2024

SKIN CARE & TOILETRIES:

largest share of the European market (2024)

€30.1bn

Skin Care

€24.7bn

Toiletries

€18.1bn

Hair Care

€17.1bn

Fragrances & Perfumes

€13.9bn

Decorative Cosmetics

France & Italy:

Europe's main exporters

App. 50% of total global exports from Europe

Cosmetics Europe, Market Performance Report 2024.

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

MORE THAN 9,600 SMES
THE NUMBER IS GROWING

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

1,334

2,008

824

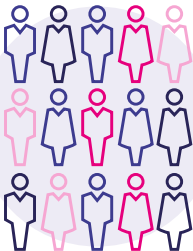
632

989

Cosmetics Europe, Market Performance Report 2024.

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

Over
**3.5
MILLION
JOBS**
across Europe



265,742

people employed directly

2,714,986

people employed indirectly

596,000

people employed through induced effects

Cosmetics Europe, Market Performance Report 2024.

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%

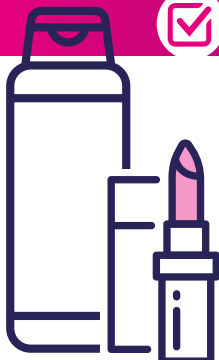
of consumers feel cosmetics and personal care products they use improve their quality of life



IMPORTANT



VERY IMPORTANT



70%

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



Cosmetics Europe
the personal care association

Cosmetics Europe, European Consumer Perception Study 2022.