

BEAUTY & BEYOND

*The everyday role of cosmetics
and personal care in Europe*





FOREWORD

EVERYDAY PRODUCTS

Undeniable impact

This report starts with a simple question: how do Europeans actually experience cosmetics and personal care products in their daily lives?

The answer is clear. These are not occasional products used only for appearance. They are part of the routines people rely on every day, helping them maintain hygiene, care for their health, feel comfortable and confident, prepare for the day ahead and engage fully in day-to-day life.

Yet cosmetics and personal care products are still often framed primarily through the lens of appearance. This is not how millions of Europeans experience them. These are among the most familiar and frequently used products in daily life, supporting wellbeing today and helping people build the habits they associate with healthy ageing over time. Because they are so familiar, their significance is easy to overlook.

This consumer reality matters in a wider European context.

Across the continent, the conversation has moved beyond simply living longer. Consumers are embracing a more proactive approach to wellbeing, from tracking sleep and activity to optimising nutrition, investing in preventative health and thinking in terms of health-span, not just lifespan. Public fascination with Blue Zones and healthy ageing reflects something much bigger: a cultural shift towards greater ownership of how we live and how we age.

For policymakers, this shift matters. Europe's ageing population, workforce pressures and the sustainability of healthcare systems are making prevention, participation and healthy living increasingly urgent priorities.

This report brings together new evidence from consumers across Europe to explore how cosmetics and personal care products support wellbeing, confidence, participation and healthy ageing in everyday life.

The findings confirm what consumers are already telling us: cosmetics and personal care products are not peripheral to modern wellbeing. They are part of how Europe lives today, and how it is preparing to age well tomorrow.

John Chave
Director General
at Cosmetics Europe



About the **RESEARCH**

Cosmetics Europe commissioned a new pan-European consumer perception study to explore how Europeans use and value cosmetics and personal care products in daily life.

The research examines the role these products play in everyday life and attitudes towards wellbeing, confidence, participation, trust and healthy ageing.

The study was conducted on behalf of Cosmetics Europe by Ifop, an international market research and public opinion group with expertise in consumer behaviour, public attitudes and societal trends. The research was carried out in March 2026. 6,001 people were surveyed, with a 50:50 split of male and female respondents, aged 18+. Each answered a 15 minute online questionnaire. Where relevant, findings are compared with 2022 data to show how consumer perspectives are evolving.

The countries included in the study are:

Bulgaria **Denmark** **France** **Germany** **Italy**
the Netherlands **Poland** **Spain** **Sweden** **the United Kingdom**

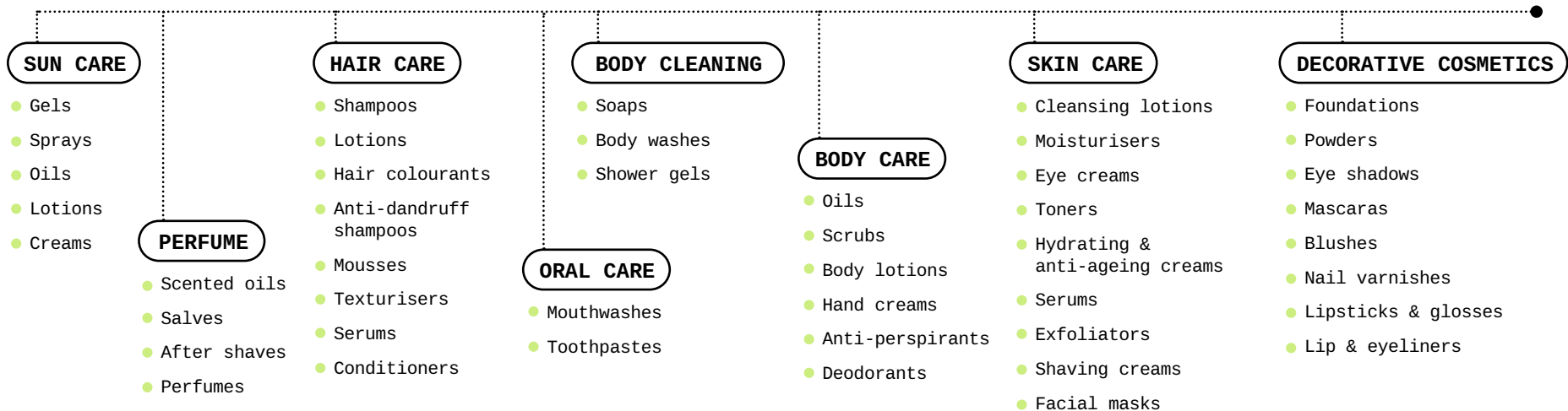
6,001 people were surveyed by Ifop.



DEFINING *cosmetics*

Cosmetics and personal care encompass many different product categories. Throughout this report, the term refers to products such as those shown below:

TYPES OF COSMETICS



DEFINING

personal care routines

In this survey, a personal care routine is defined as a set of intentional daily or regular habits, practices and products people use to care for their body, appearance, and everyday well-being.

This includes everyday cosmetics and personal care essentials – such as shampoo, conditioner, body wash, deodorant, toothpaste, skin care, sunscreen, and make-up – along with actions that help people feel clean, comfortable, confident, and ready for their day.

Some people may use these routines to support their overall physical and mental wellbeing, maintain their appearance, and take proactive steps to age well and protect their long-term health.



BIGGER

than you think

Beyond appearance, part of everyday life.

Cosmetics and personal care products are often viewed through a narrow lens, but the reality is far bigger.

Far from being associated only with beauty, cosmetics and personal care products support a wide range of daily needs, from hygiene and cleansing to oral health, skin protection, fragrance and self-expression.

The scale alone is striking. European consumers use an average of more than eight cosmetics and personal care products every day, rising to nearly 14 over the course of a week, spanning six product categories on average. Three quarters (76%) say these products are important or very important in daily life, a figure that has increased since 2022.

This sense of importance is reflected across multiple product categories. Oral care, body cleansing, body care, hair care and skin care are considered important or very important by 80% to 90% of consumers.

The scale of product use is not confined to one demographic, generation or geography. While women use a broader range of products overall, nearly seven in 10 men also say cosmetics and personal care products are important in their daily lives. Younger consumers use the widest range of products, but relevance remains strong across every age group.

These findings fundamentally change how cosmetics and personal care products should be understood. Europeans do not treat these products as occasional extras. They are everyday essentials, woven into the practical realities of modern life.



76% of European consumers see cosmetics and personal care products as important or very important in their daily life.



The scale of use



ON AVERAGE, EUROPEANS USE
8+ PRODUCTS DAILY AND NEARLY 14 WEEKLY

BY AUDIENCE:



Women use **11** different cosmetics and personal care products daily and **16** weekly

Men use **6.5** different cosmetics and personal care products daily and **11** weekly

Young people use **10** different cosmetics and personal care products daily and **17** weekly

This is not niche consumer behaviour. It is part of everyday life across Europe.

Category breadth: What consumers tell us they're using

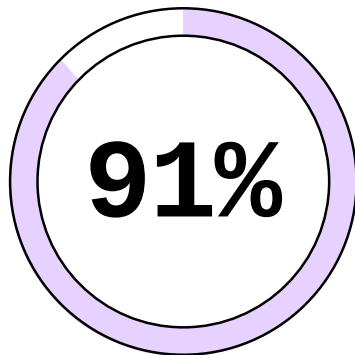
MAKE - UP	• 46%
SUN CARE	• 69%
SKIN CARE	• 76%
PERFUME	• 77%
HAIR CARE	• 86%
BODY CARE	• 86%
BODY CLEANING	• 88%
ORAL CARE	• 91%

How Europe gets **READY TODAY**

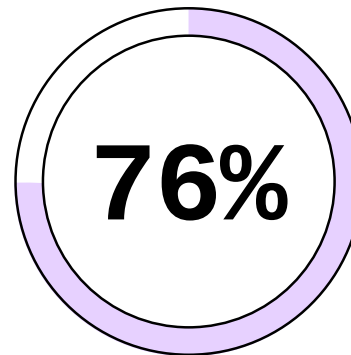
Personal care routines that help people function.

If the first story is scale, the second is significance.

The real question is not simply how often Europeans use cosmetics and personal care products, but what those products help them to do in everyday life.



of European consumers have a personal care routine



of those consumers consider cosmetics and personal care products as important or very important in their personal care routine



These findings are reflected across Europe...

% of consumers having a personal care routine:

**90%
WESTERN EUROPE**

- 85% FRANCE
- 91% GERMANY
- 94% UNITED KINGDOM
- 93% NETHERLANDS

**94%
SOUTHERN EUROPE**

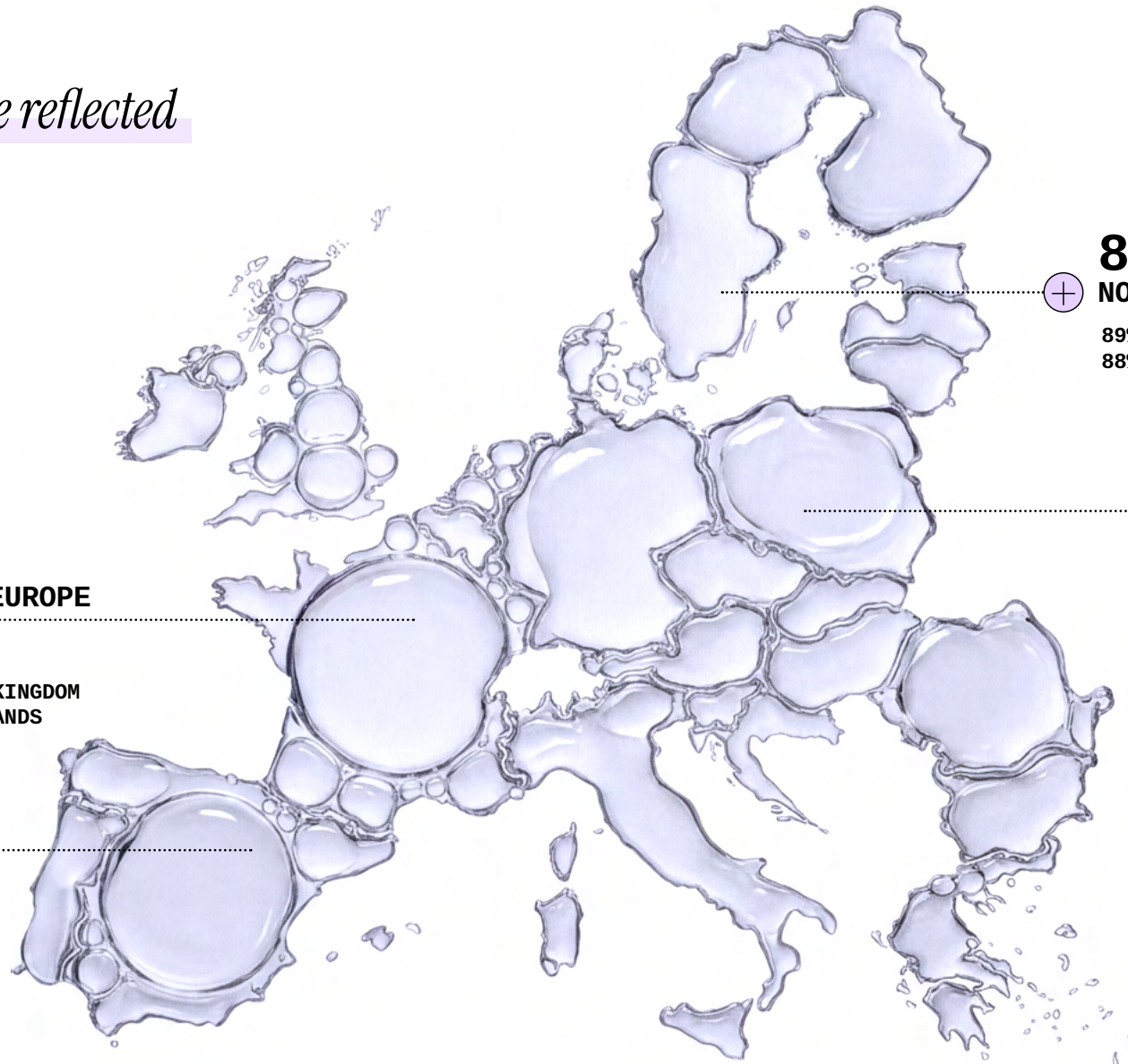
- 95% ITALY
- 93% SPAIN

**80%
NORDICS**

- 89% DENMARK
- 88% SWEDEN

**92%
CENTRAL
AND EASTERN
EUROPE**

- 92% POLAND
- 95% BULGARIA



Everyday products, **EVERY DAY BENEFITS**

The picture that emerges is clear:

Consumers associate cosmetics and personal care products with benefits that extend beyond their immediate function. Whether helping people feel refreshed, positive, comfortable or confident, these products play a broader role in everyday life than appearance alone would suggest.

**92%**

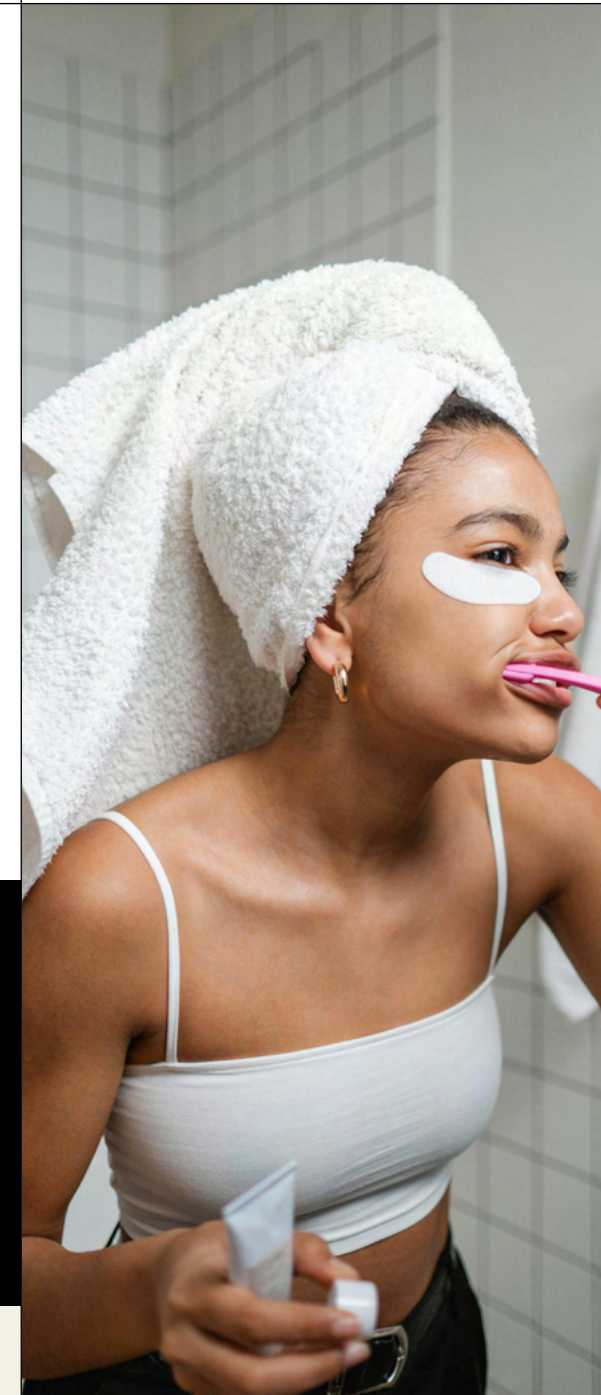
of European consumers say using body cleansing products is not just about being clean; it also helps them feel refreshed and presentable

**82%**

of European consumers say fragrance is not just about smelling good; it helps them feel more positive and express their personality

This research shows that personal care is already woven into the fabric of everyday life across Europe.

For millions of people, these personal care routines powered by cosmetics and personal care products are part of how they start the day – helping them feel clean, comfortable, confident and ready to engage with the world around them.











At a time when resilience, confidence and functioning well are central to how people think about wellbeing, daily personal care carries greater meaning.

Using cosmetics and personal care products to get ready in the morning is more than a practical act; it's part of how people prepare to engage with the world.



*How Europeans benefit from their personal care routines**

- 
69% say they help them feel clean, comfortable and ready for the day
- 
54% say they enhance or maintain their appearance
- 
48% say they support their health and wellbeing today
- 
47% say they help them feel confident or improve their self-image
- 
42% say they help them age healthily over time
- 
39% say they help them live more healthily through their daily habits
- 
26% say they reduce stress and support their mental or emotional wellbeing
- 
26% say they help them feel mentally or physically youthful

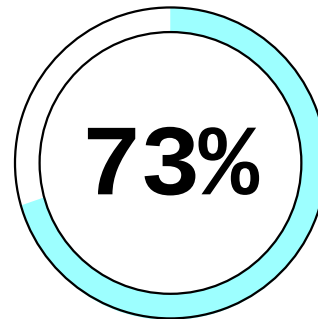
CONFIDENCE, PARTICIPATION *and* INCLUSION

Confidence is about the practical realities of how people show up in work, in education and socially.

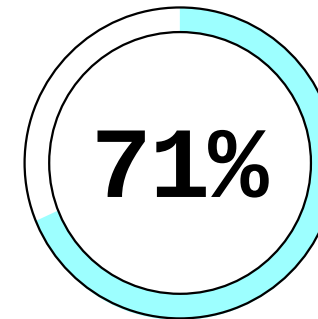
When people feel comfortable in themselves, they are more likely to engage, contribute and participate fully in society. Across Europe, consumers consistently connect cosmetics and personal care products with that sense of readiness.



Helping Europeans PERFORM AND ENGAGE



*say their personal care routines help them participate and engage with confidence at work, school and in social interactions**



*say their personal care routines help them feel focused, prepared and able to perform well in daily life**



80% agree that when they feel comfortable and confident, they are more productive



60% say feeling “not at their best” affects their ability to participate fully in daily activities

*Helping people
show up confidently
in everyday life.*

Products for **EVERYDAY CONFIDENCE**

Consumers also connect specific products with confidence and self-expression.

For a Europe focused on workforce participation, productivity and social inclusion, cosmetics and personal care already contribute to more than individual wellbeing. Feeling confident and ready to engage shapes how people participate in everyday life – at work, in education and socially. Applied across millions of Europeans, those individual effects translate into wider societal and economic benefits.

At their most fundamental level, personal care routines – powered by cosmetics and personal care products – help people show up in everyday life ready to engage, contribute and participate.

Confidence is not just personal – it shapes participation and productivity at scale.

83%

say using hair care products is not just about clean or shiny hair; it also helps people feel confident and ready to take on the day

79%

say make-up is not just about looking good; it also helps people feel confident and express themselves

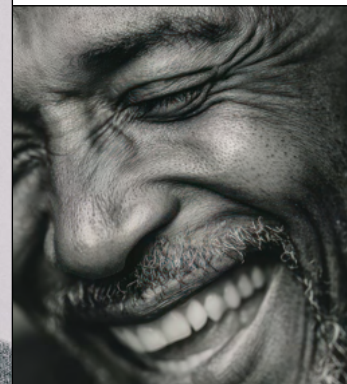
88%

say using deodorant or antiperspirant is not just about controlling body odour; it also helps people feel confident and comfortable in everyday life

Living longer, **LIVING BETTER**

Everyday personal care in the age of healthy longevity.

Consumers already connect personal care routines, powered by cosmetics and personal care products, with both immediate and long-term benefits. They help people feel their best today while supporting the habits associated with healthy ageing over time.



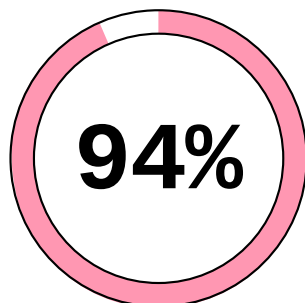
LIVING WELL TODAY, *ageing well tomorrow*

The findings suggest consumers are already connecting personal care with a broader idea of living well over time.

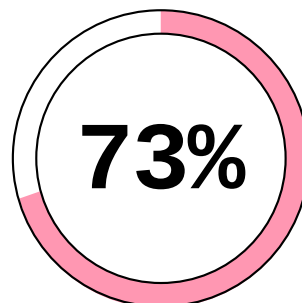
That shift is visible across Europe. The conversation about ageing is no longer only about lifespan, but about how people maintain health, independence and quality of life as they age. Consumers are already thinking in terms of prevention, resilience and health-span. Governments are grappling with ageing populations and healthcare sustainability. Public debate is placing greater emphasis on proactive living, not reactive treatment.

This is the context in which cosmetics and personal care should be understood, because European consumers already place these products within that wider culture of healthy living.

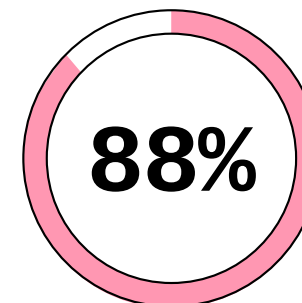
Almost all European consumers (94%) believe learning about daily personal care routines can help support wellbeing today, maintain healthy habits and contribute to healthy ageing over time. That is a remarkable level of public recognition.



say learning about simple daily personal care routines can help them improve wellbeing today, maintain healthy habits and age in a healthy way






say their personal care routines support wellbeing and healthy ageing, either on their own or alongside appearance



say their personal care routines have a high positive impact on how they feel today and on helping them age healthily over time

Prevention and PROTECTION

Consumers also make practical connections between specific product categories and long-term health.

- 
95% say oral care isn't just about a bright smile; it helps prevent cavities and maintain oral health
- 
91% say skin care is not just about appearance; it helps protect and maintain skin health over time
- 
86% say sunscreen isn't just about preventing sunburn today; it helps protect against long-term damage and health risks

That long-term role is also underpinned by strong consumer expectations around product performance and safety. More than nine in ten Europeans expect cosmetics and personal care products to be safe (92%), effective (91%) and pleasant to use (91%), while 83% say they feel confident using them every day because they are designed to be safe when used as intended.

Healthy ageing is shaped by the habits people build and maintain over time, and for millions of Europeans, cosmetics and personal care are already part of how they care for themselves every day.

If Europe is serious about prevention, healthy ageing and quality of life, the conversation cannot begin and end with healthcare interventions. It must also recognise the practical routines, powered by cosmetics and personal care products, that people already rely on to support their wellbeing over time.



Healthy ageing is shaped by habits built long before old age.

Part of everyday life,

PART OF EUROPE'S FUTURE

Why cosmetics and personal care products belong in the conversation about living well and ageing well.



Europe's healthy living conversation has expanded dramatically. It now includes nutrition, movement, sleep, mental wellbeing, preventative healthcare, digital self-monitoring and longevity science. That is progress.

Yet one of Europe's most familiar and widely used groups of consumer products still sits too often outside that conversation – not because consumers see it that way, but because public perception has not yet caught up with how people actually live.

The findings in this report point to a simple conclusion. For millions of Europeans, cosmetics and personal care products are already part of the routines that help them function in daily life, participate with confidence and maintain their wellbeing over time. They are also part of how consumers think about prevention, healthy habits and healthy ageing.

Modern wellbeing is not shaped only by healthcare systems, clinical interventions or public policy frameworks. It is also shaped by the practical habits people repeat every day – the small but significant acts of personal care that help people feel their best, engage fully in life and maintain their wellbeing over time.

Consumers have already made the connection. **The challenge now is to ensure that policy and public debate keep pace with the reality of how Europeans already use and value cosmetics and personal care products – as part of daily life today and healthy ageing over time.**

BEAUTY & BEYOND

*The everyday role of cosmetics
and personal care in Europe*



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Full survey and data available on request.