

Socio-economic contribution of the European cosmetics industry

EUROPE IS A FLAGSHIP MARKET FOR COSMETICS AND PERSONAL CARE PRODUCTS

Retail sales valued at €110 billion in 2025

Europe*
€110bn

USA €108bn

Brazil €27bn

Japan €25bn

South Korea €11bn

China €65bn

India €16bn

> €57.4bn

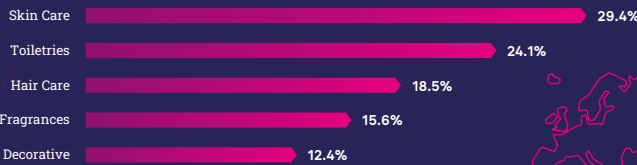
trade in cosmetic products within Europe in 2025

> €29.8bn

total export of cosmetic products from Europe in 2025

SKIN CARE & TOILETRIES:

largest share of the European market (2025)



France & Spain:

Europe's main exporters

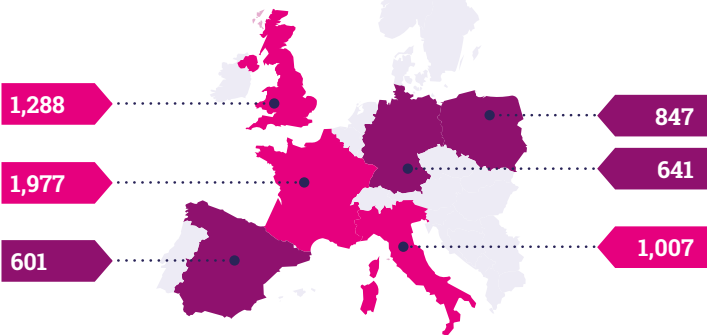
App. 50% of total global exports from Europe

Cosmetics Europe, Market Performance Report 2025.

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

MORE THAN 9,700 SMES THE NUMBER IS GROWING

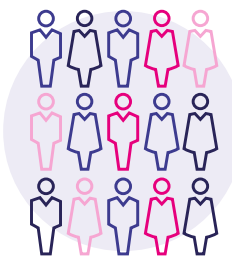
France, the UK & Italy have the largest number of SMEs; followed by Poland, Germany and Spain



Cosmetics Europe, Market Performance Report 2025.

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

Over
3.6 MILLION JOBS
across Europe



265,130
people employed directly
2,784,779
people employed indirectly
596,000
people employed through induced effects

Cosmetics Europe, Market Performance Report 2025.

COSMETICS & PERSONAL CARE PRODUCTS ARE ESSENTIAL TO WELL-BEING AND HEALTHY AGING OF EUROPEANS

NOT JUST APPEARANCE: A FUNDAMENTAL REFRAME

Most Europeans say their personal care routine supports more than appearance.



73%

... say it supports their wellbeing and healthy ageing



27%

... say it is mainly about appearance

A DAILY FOUNDATION ACROSS EUROPE

For most Europeans, personal care is not occasional. It is a familiar and established part of everyday life.



91%

... of European consumers have a personal care routine...



76%

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



Europeans use **8+ cosmetics and personal care products daily and nearly 14 weekly**, spanning 6 product categories on average

Personal care routine

A set of intentional daily or regular habits, practices, and products people use to care for their body, appearance, and everyday wellbeing. This includes everyday cosmetics and personal care essentials – such as shampoo, conditioner, body wash, deodorant, toothpaste, skin care, sunscreen and makeup – along with actions that help people feel clean, comfortable, confident, and ready for their day.

LIVING WELL TODAY, AGEING WELL TOMORROW

Consumers do not see cosmetics and personal care products only in terms of daily life.



88%

... say their routines positively impact how they feel today and help them age healthily over time

94%

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



Cosmetics Europe
the personal care association

Access and download the full report here:



Cosmetics Europe, European Consumer Perception Study 2026.