Cosmetics Europe
the personal care association

BEAUTY & BEYOND

The everyday role of cosmetics and personal care in Europe

EUROPEAN CONSUMER PERCEPTION STUDY 2026

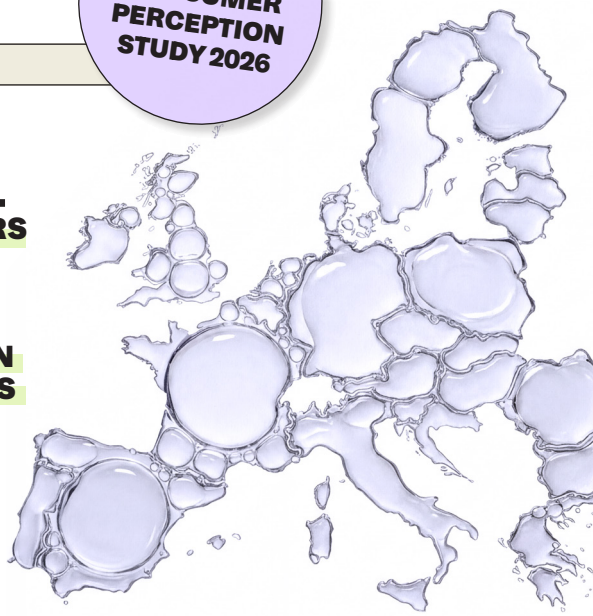
WHY THIS MATTERS FOR EUROPE

Cosmetics and personal care products are used every day by millions of Europeans. A new consumer study from Cosmetics Europe and Ifop shows that they play a far broader role than appearance alone — supporting how people function in daily life today and how they maintain their wellbeing and age well over time.

At a time when Europe's policy agenda is increasingly focused on prevention, participation, resilience and quality of life, these everyday products are already contributing to those objectives at scale. The findings show there is a gap between how consumers actually use and value cosmetics and personal care products and how the category is often understood in public debate.

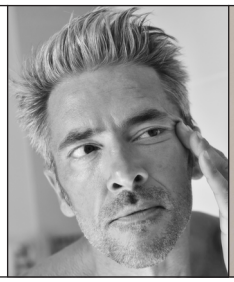
6,001
CONSUMERS

10
EUROPEAN COUNTRIES



WHAT WE MEAN BY COSMETICS AND PERSONAL CARE

Cosmetics and personal care encompass a broad range of everyday consumer products:



TYPES OF COSMETICS

SUN CARE
- Gels
- Sprays
- Oils
- Lotions
- Creams

PERFUME
- Scented oils
- Salves
- After shaves
- Perfumes

HAIR CARE
- Shampoos
- Lotions
- Hair colourants
- Anti-dandruff shampoos
- Mousses
- Texturisers
- Serums
- Conditioners

BODY CLEANING
- Soaps
- Body washes
- Shower gels

ORAL CARE
- Mouthwashes
- Toothpastes

BODY CARE
- Oils
- Scrubs
- Body lotions
- Hand creams
- Anti-perspirants
- Deodorants

SKIN CARE
- Cleansing lotions
- Moisturisers
- Eye creams
- Toners
- Hydrating & anti-ageing creams
- Serums
- Exfoliators
- Shaving creams
- Facial masks

DECORATIVE COSMETICS
- Foundations
- Powders
- Eye shadows
- Mascaras
- Blushes
- Nail varnishes
- Lipsticks & glosses
- Lip & eyeliners

DEFINING PERSONAL CARE ROUTINES

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.

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

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

Continued...

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

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

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

Getting ready is more than a practical act. It is part of how people prepare to engage with the world.

SUPPORTING PARTICIPATION AND PRODUCTIVITY

Consumers connect personal care routine, powered by cosmetics and personal care products, with how they show up in daily life:

71% say their personal care routines help them feel focused, prepared and able to perform well in daily life

73% say their personal care routines help them participate and engage with confidence at work, school and in social interactions

80% agree that feeling comfortable and confident makes them more productive

60% say feeling "not at their best" affects their ability

Policy and public debate should 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.

DISCOVER MORE

Access and download the full report here: