

# SOCIO-ECONOMIC CONTRIBUTION OF THE EUROPEAN COSMETICS INDUSTRY

## EUROPE IS A GLOBAL FLAGSHIP MARKET FOR COSMETIC PRODUCTS



**> €44bn**  
trade in cosmetic products within Europe in 2022

**> €26bn**  
total export of cosmetic products from Europe in 2022

### SKIN CARE & TOILETRIES: largest share of the European market (2022)

€25.6bn

Skin Care

€21.5bn

Toiletries

€15.7bn

Hair Care

€14.0bn

Fragrances & Perfumes

€11.5bn

Decorative Cosmetics

France & Germany: Europe's main exporters

Over 50% of total global exports from Europe

Cosmetics Europe, Market Performance Report 2022.

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

**More than 8,500 SMEs** THE NUMBER IS GROWING

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

1413

1389

604

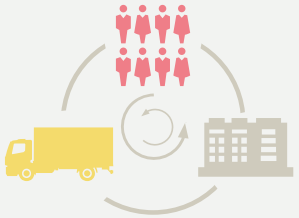
786

776

Cosmetics Europe, Market Performance Report 2022.

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

Over  
**3 MILLION JOBS**  
across Europe



**254,259**  
people employed directly  
**2,778,674**  
people employed indirectly  
**>606,000**  
people employed through induced effects

Cosmetics Europe, Market Performance Report 2022.

## 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



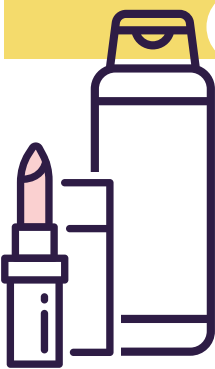
3. To protect their skin or hair



**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, European Consumer Perception Study 2022.



**Cosmetics Europe**  
the personal care association