

MARKET PERFORMANCE 2025

EUROPEAN COSMETICS DATA



Cosmetics Europe
the personal care association



We personally care



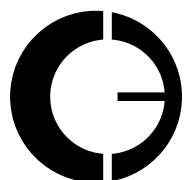
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Cosmetics Europe
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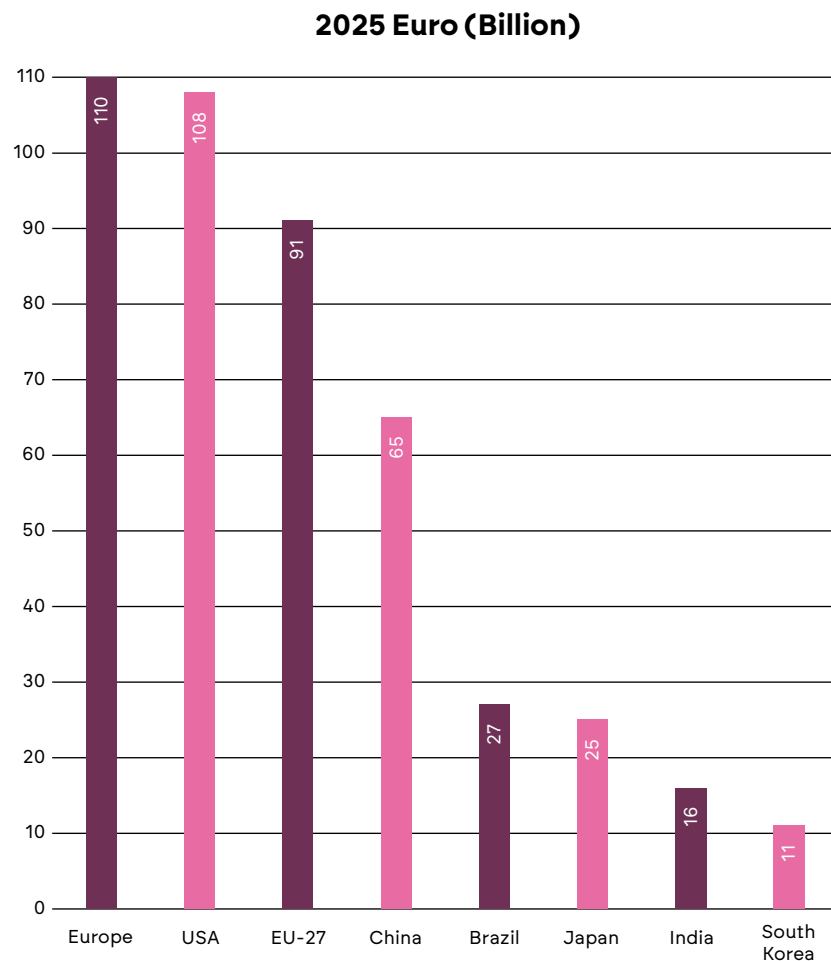
DISCLAIMER:

- Previous year data figures have been updated with latest information available;
- The 2025 exchange rate applied is of 31st December 2025.

European industry market share vs global perspective

Value comparison of Europe, and other major markets - USA, Japan, China, Brazil, South Korea and India in 2025

Retail Sales Prices (RSP) in bn euro



Source: Cosmetics Europe & Euromonitor International

USA

108 bn euro

Europe

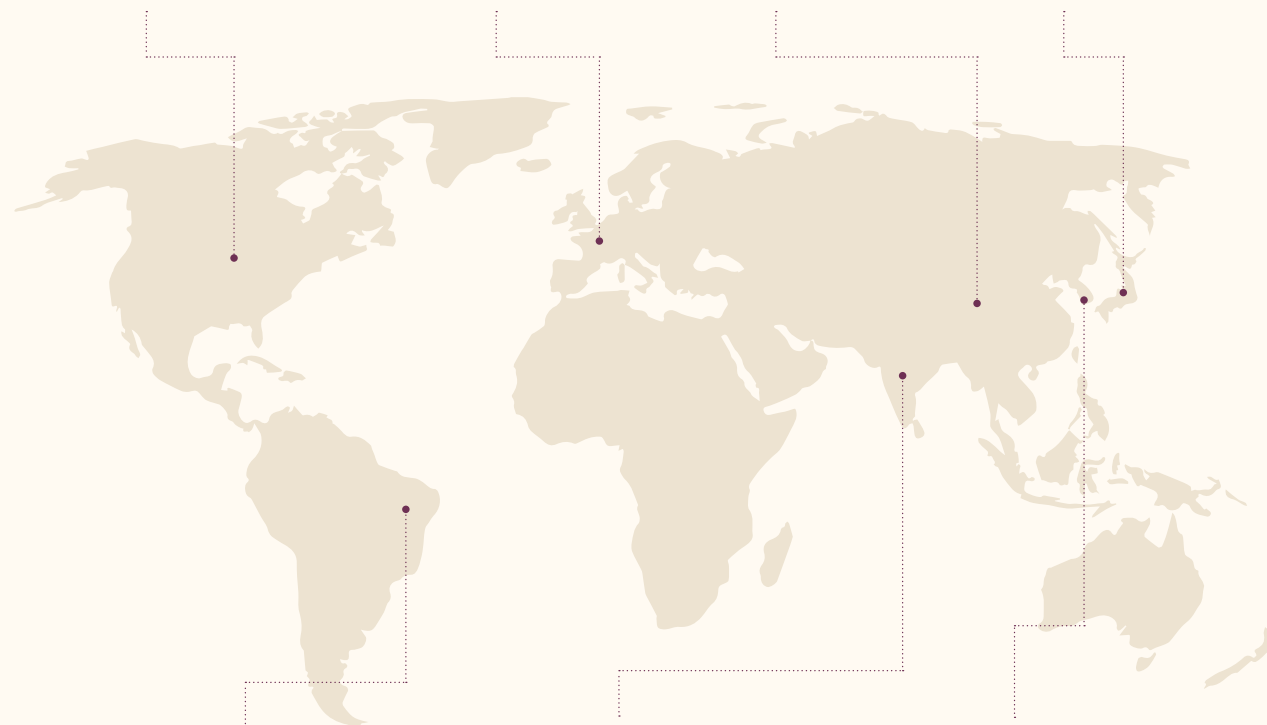
110 bn euro

China

65 bn euro

Japan

25 bn euro



Brazil

27 bn euro

India

16 bn euro

South Korea

11 bn euro

Source: Cosmetics Europe & Euromonitor International

Extra import from USA, China, Canada & Japan (2025)

EURO / RSP BASIS

		USA	China	Canada	Japan
Austria	EUR mn	7.80	6.20	4.70	0.20
Belgium	EUR mn	98.20	108.90	24.80	12.10
Bulgaria	EUR mn	5.60	4.90	0.30	0.20
Croatia	EUR mn	5.20	4.50	1.00	0.10
Cyprus	EUR mn	3.70	7.30	0.20	0.10
Czech Republic	EUR mn	96.30	12.10	22.00	6.70
Denmark	EUR mn	29.30	84.60	0.80	1.10
Estonia	EUR mn	3.80	2.00	0.00	1.30
Finland	EUR mn	7.50	2.50	0.10	0.50
France	EUR mn	478.90	190.60	85.40	75.60
Germany	EUR mn	184.00	217.90	35.30	50.80
Greece	EUR mn	3.80	18.60	0.50	0.10
Hungary	EUR mn	9.10	6.50	0.10	0.20
Ireland	EUR mn	85.70	58.40	15.30	2.10
Italy	EUR mn	49.60	49.40	4.70	0.80
Latvia	EUR mn	1.70	4.10	0.10	0.20
Lithuania	EUR mn	10.10	4.90	0.70	0.70
Luxembourg	EUR mn	0.80	0.10	0.00	0.00
Malta	EUR mn	1.50	1.30	0.00	0.00
Netherlands	EUR mn	590.90	339.10	14.20	6.10
Poland	EUR mn	45.20	87.20	16.50	3.00
Portugal	EUR mn	1.60	1.40	0.30	0.00
Romania	EUR mn	8.30	25.40	0.30	0.20
Slovakia	EUR mn	1.60	1.20	0.10	0.40
Slovenia	EUR mn	8.50	3.40	0.20	0.00
Spain	EUR mn	64.90	107.30	5.30	2.30
Sweden	EUR mn	59.40	18.50	3.50	1.10
United Kingdom	EUR mn	764.30	663.90	142.70	31.50
Switzerland	EUR mn	79.20	86.10	11.50	8.70
Norway	EUR mn	100.70	23.20	7.90	12.70
Europe	EUR mn	2,807.20	2,141.50	398.50	218.80

USA

2.81 bn euro

China

2,14 bn euro

Canada

398.5 mn euro

Japan

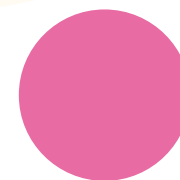
218,8 mn euro

4 key import partners:

5.57bn bn euro

Total import:

9.43 bn euro



European Cosmetics Market 2025

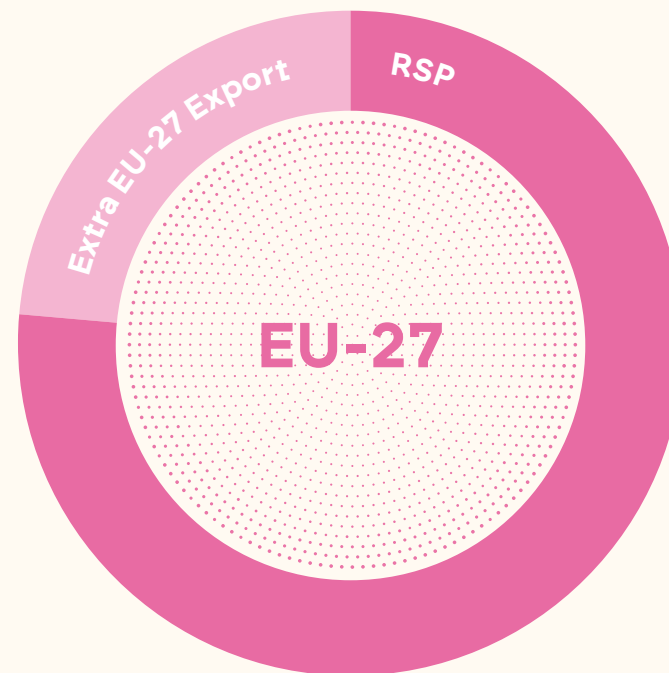
Total retail value of the cosmetics industry in Europe



● **Extra Europe Export**
29.81 bn euro

● **RSP (Retail Sales Price)**
109.61 bn euro

Total: 139.42 bn euro



● **Extra EU-27 Export**
27.77 bn euro

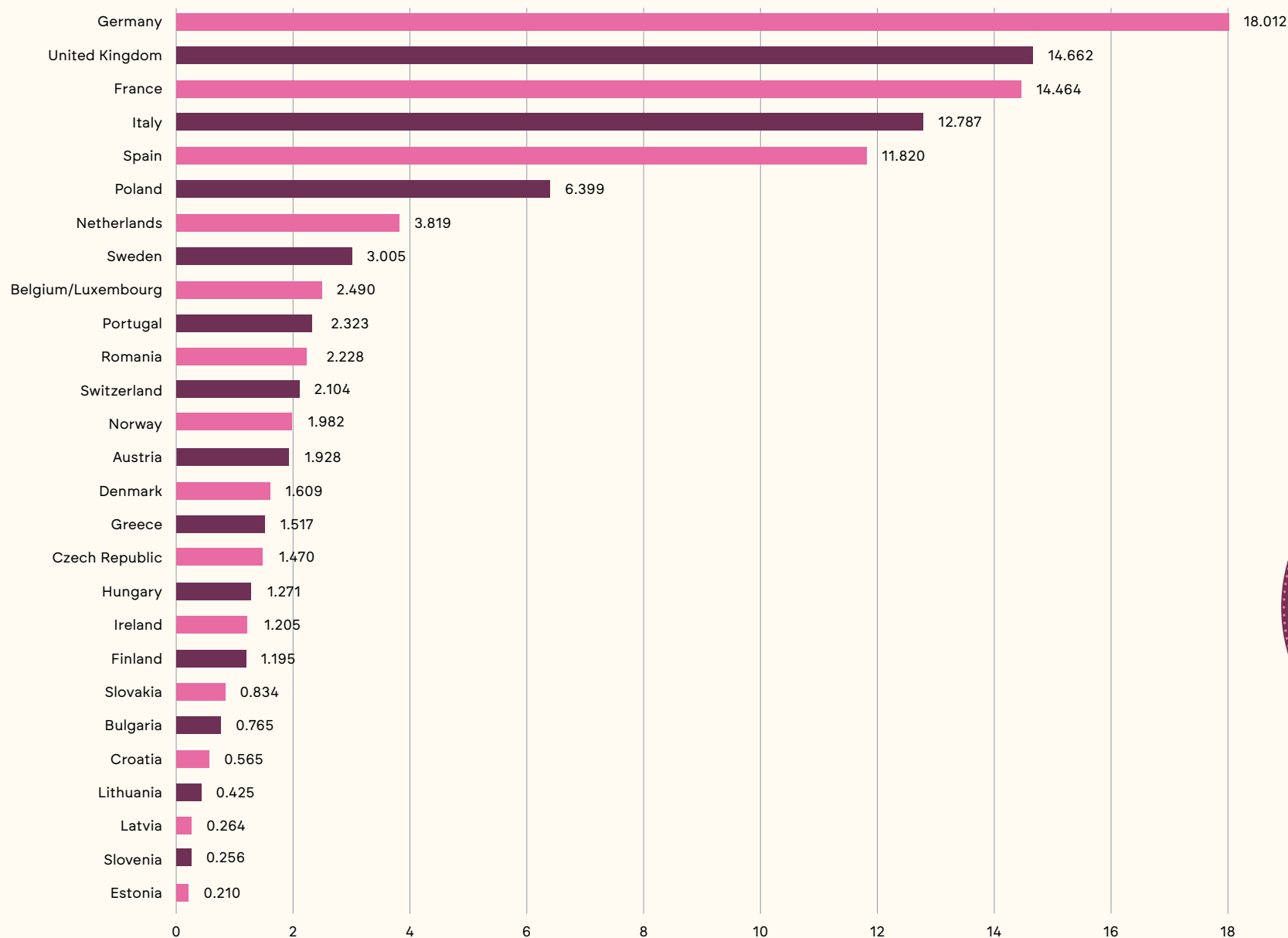
● **RSP (Retail Sales Price)**
90.86 bn euro

Total: 118.63 bn euro

*EU-27, Norway, Switzerland & UK

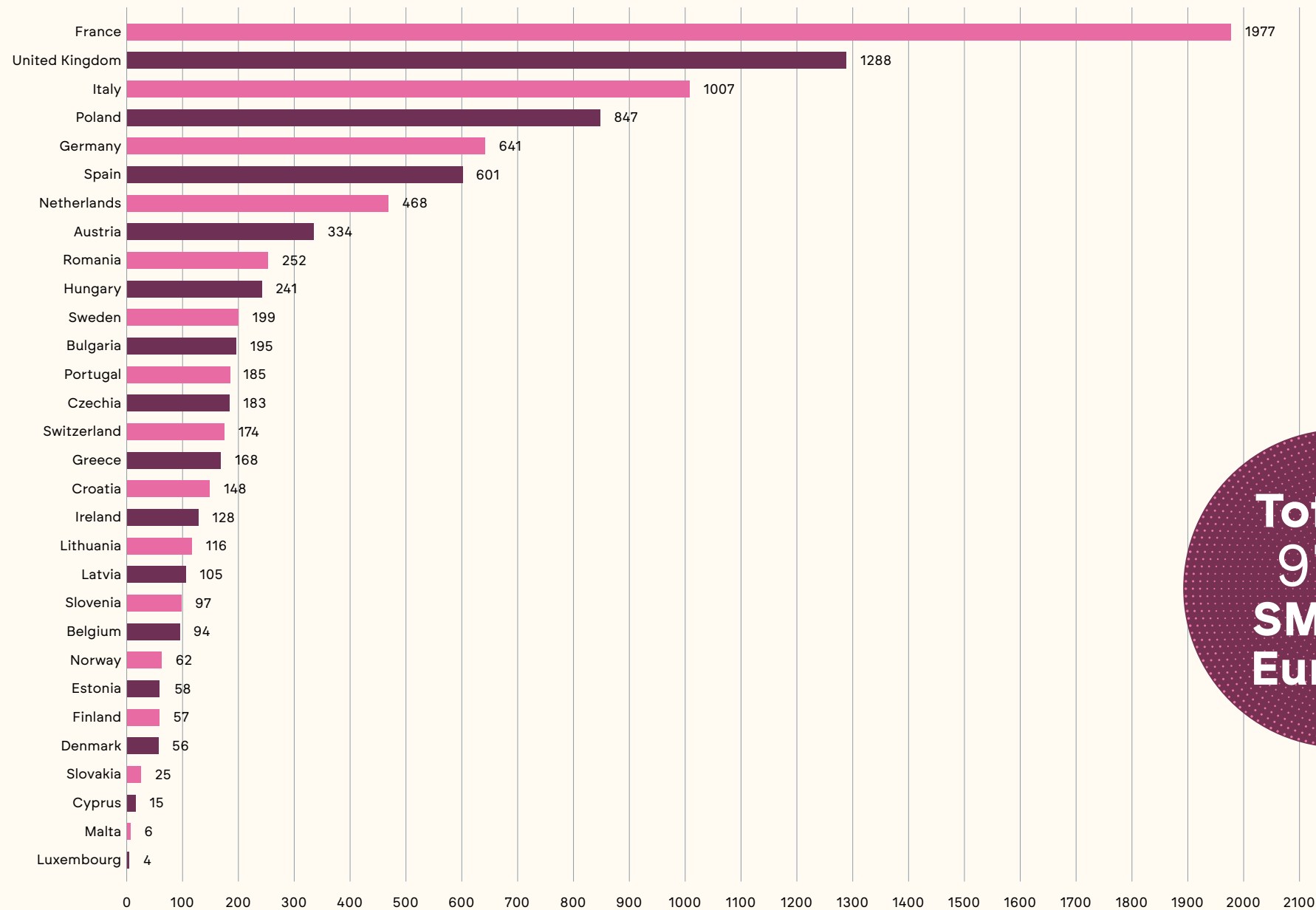
Market volume by country in 2025

Retail Sales Prices (RSP) in bn euro



Total
109.61 bn
euro

Number of SMEs per country in 2025

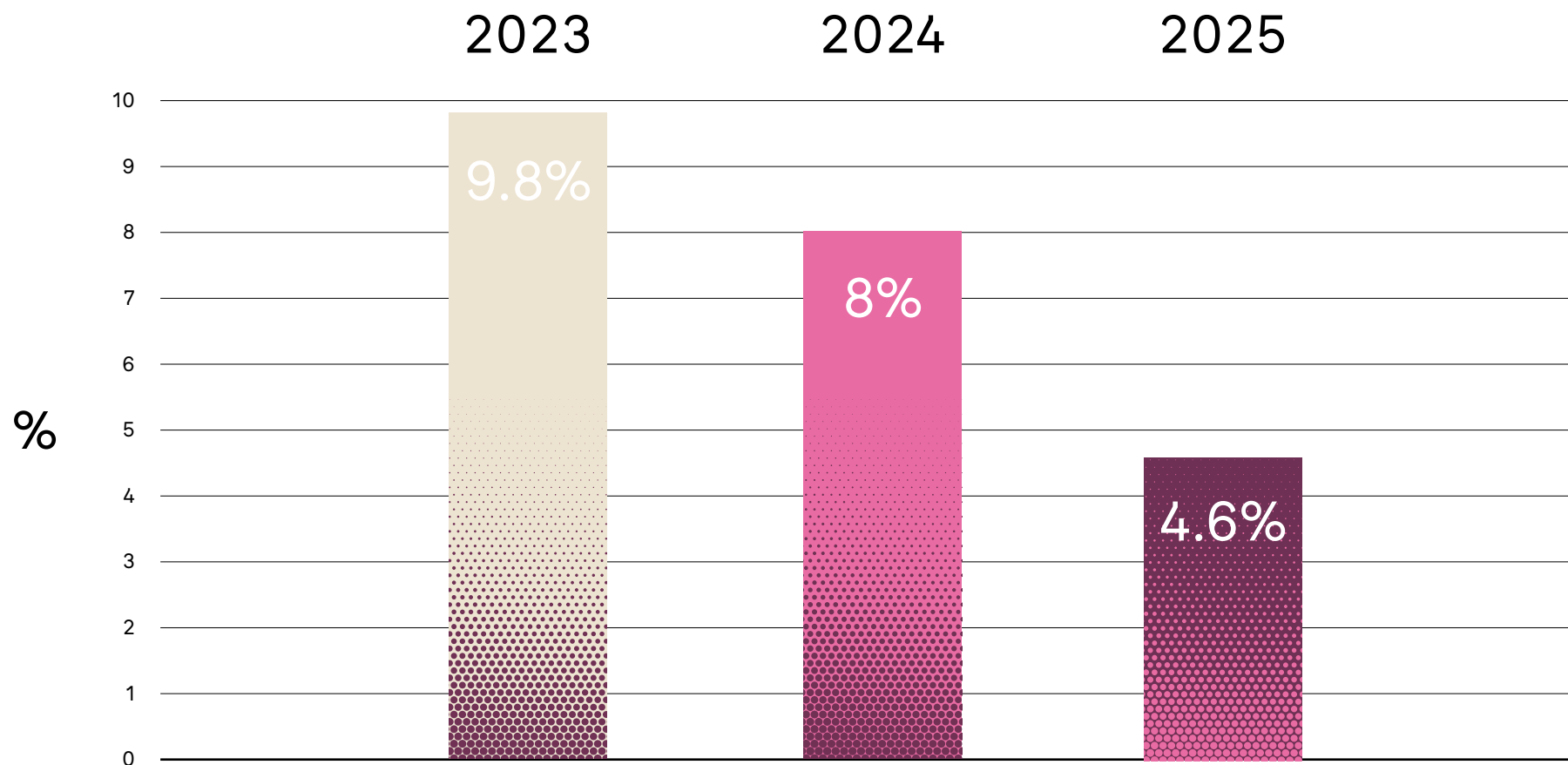


**Total of
9731
SMEs in
Europe***

*EU-27, Norway, Switzerland & UK
Source: Cosmetics Europe & Euromonitor International

European cosmetics market annual growth 2023-2025

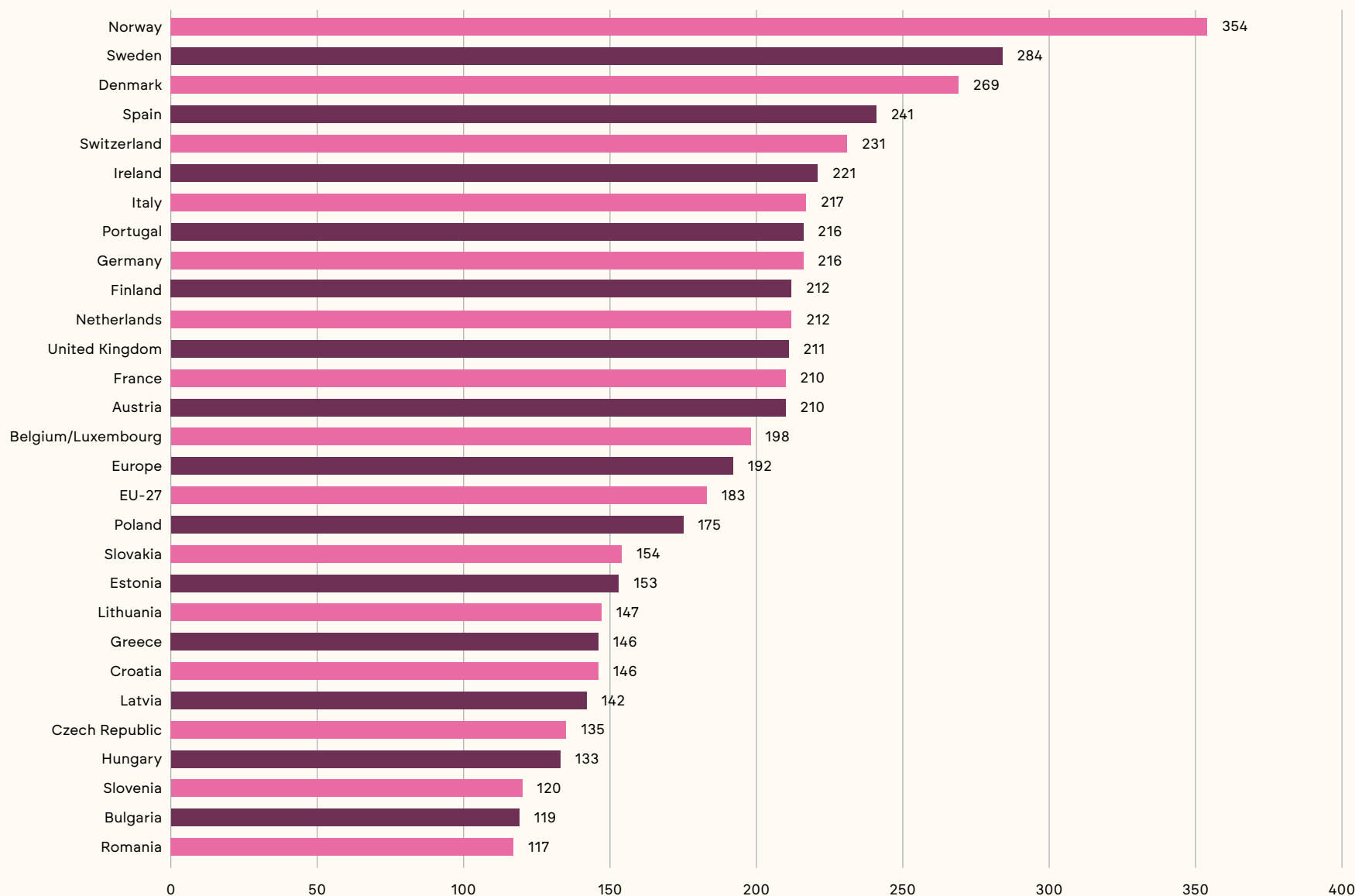
Retail Sales Prices (RSP) in bn euro and % growth



*taking into account exchange rate fluctuations - £+CHF+NOK/Euro

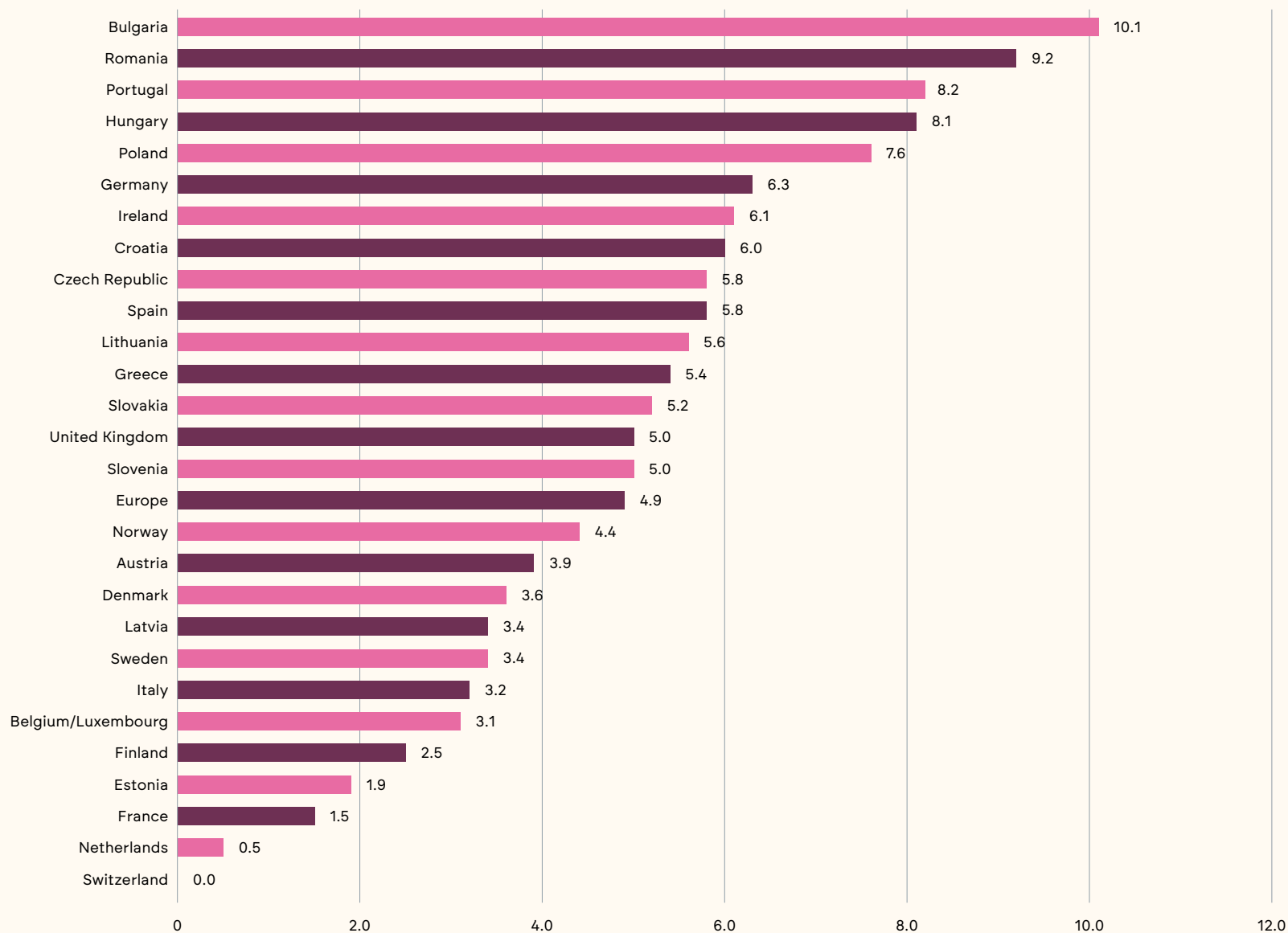
European cosmetics market 2025: Per capita consumption by country

EURO / RSP BASIS



European cosmetics market 2025: Market changes 2024/2025 (%)

EURO / RSP BASIS



European cosmetics market 2025:

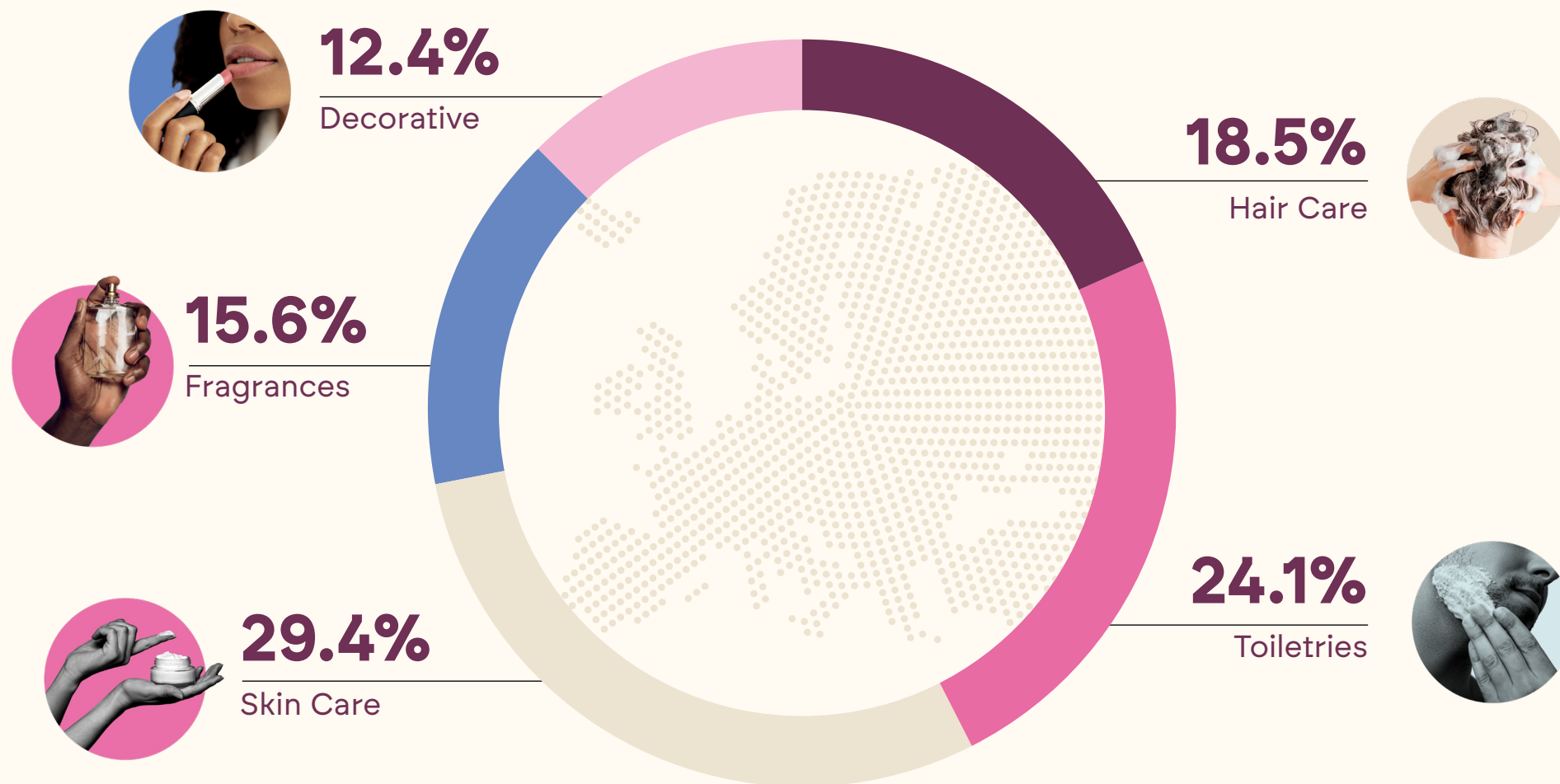
Market changes by product category 2024/2025 (%)

EURO / RSP BASIS



European cosmetics market 2025: Market share by product category (%)

EURO / RSP BASIS



Extra export - Europe

MILLION EURO / RSP BASIS

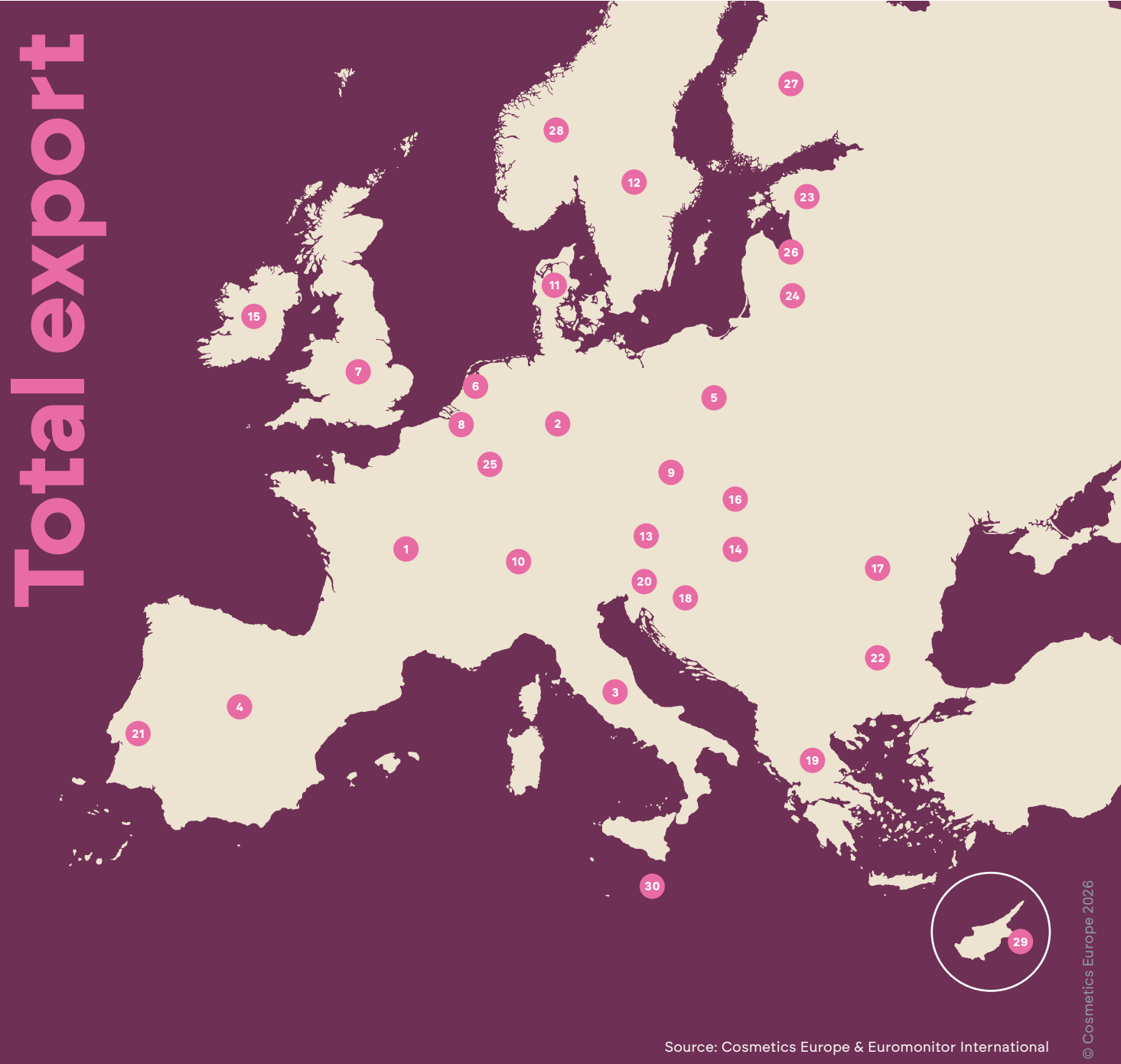
Country	2025 TOTAL EXPORTS
France	10,722.8
Spain	3,985.2
Italy	3,776.7
Germany	2,879.5
Poland	1,364.1
UK	1,319.0
Belgium	1,163.1
Netherlands	1,107.7
Switzerland	718.2
Sweden	353.0
Czech Republic	345.4
Ireland	324.3
Denmark	305.7
Croatia	249.9
Romania	242.8
Greece	159.1
Hungary	137.5
Austria	104.7
Bulgaria	102.8
Lithuania	88.2
Slovakia	88.1
Latvia	79.8
Portugal	76.3
Slovenia	54.7
Estonia	28.6
Finland	10.3
Luxembourg	8.2
Cyprus	7.2
Malta	3.6
Norway	2.2
Europe	29,808.7



Total export - Europe

MILLION EURO / RSP BASIS Including intra and extra export Europe

Country	2025 TOTAL EXPORTS
France	21,611.0
Germany	9,714.5
Italy	8,253.1
Spain	8,250.7
Poland	5,715.6
Netherlands	5,370.6
UK	4,416.2
Belgium	3,359.8
Czech Republic	2,576.2
Switzerland	1,587.6
Denmark	1,246.3
Sweden	976.4
Austria	705.7
Hungary	686.5
Ireland	607.6
Slovakia	568.4
Romania	561.7
Croatia	551.5
Greece	485.2
Slovenia	370.2
Portugal	300.7
Bulgaria	298.7
Estonia	219.1
Lithuania	215.3
Luxembourg	198.8
Latvia	196.9
Finland	139.9
Norway	91.2
Cyprus	35.7
Malta	7.8
Europe	79,318.9



Employment by gender 2025

EUROPE 30

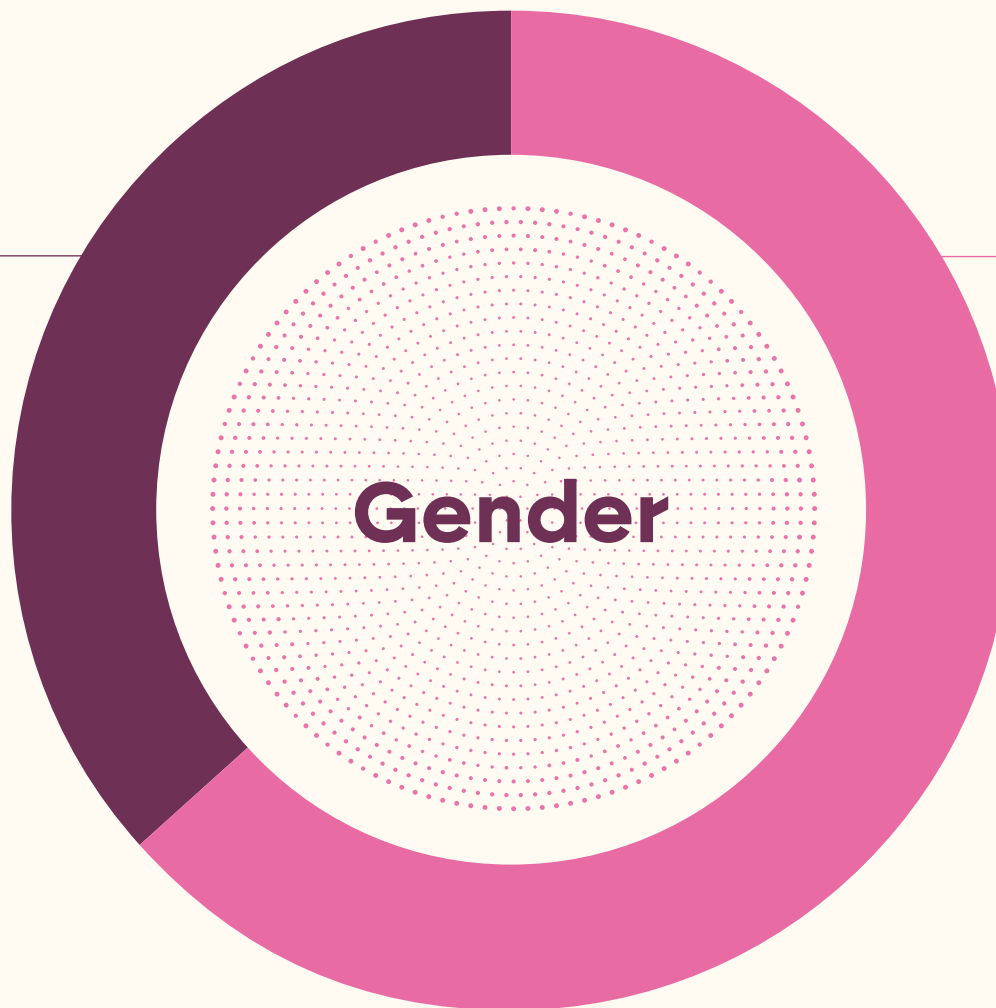
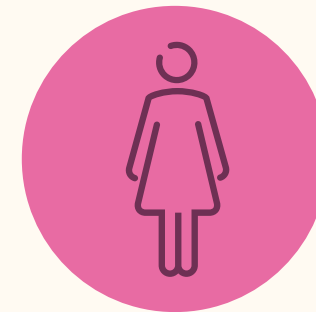
36.41%

Men



63.59%

Women



Gender

Employment: direct and indirect employees 2025



2,784,779
Indirect
Employees



265,130
Direct
Employees

Employment overview

In 2025, the European cosmetics industry employed nearly 3,050,000 people including 31,698 scientists. There were 787,580 life science students in Europe.



European cosmetics market 2023-2025

Basic data in national currency* Retail Sales Prices (RSP) and manufacturing/ex-factory sales prices (MSP)

Country	National Currencies	2023		2024		2025		2025/24	
		billion		billion		billion		+/- %	
		RSP	MSP	RSP	MSP	RSP	MSP	RSP	MSP
Austria	€	1.769	1.102	1.856	1.156	1.928	1.201	3.9	3.9
Belgium/Luxembourg	€	2.338	1.182	2.415	1.221	2.490	1.259	3.1	3.1
Bulgaria	BGN	1.232	0.798	1.358	0.879	1.495	0.967	10.1	10.0
Croatia	€	0.501	0.283	0.533	0.301	0.565	0.319	6.0	6.0
Czech Republic	CZK	32.971	20.253	34.342	21.088	36.329	22.308	5.8	5.8
Denmark	DKK	11.310	6.016	11.590	6.163	12.010	6.382	3.6	3.6
Estonia	€	0.197	0.108	0.206	0.112	0.210	0.115	1.9	2.0
Finland	€	1.124	0.632	1.167	0.656	1.195	0.672	2.5	2.4
France	€	13.786	8.242	14.244	8.505	14.464	8.624	1.5	1.4
Germany	€	15.853	10.228	16.948	10.934	18.012	11.621	6.3	6.3
Greece	€	1.352	0.985	1.439	1.049	1.517	1.105	5.4	5.3
Hungary	HUF	423.948	248.952	468.178	274.123	505.958	295.579	8.1	7.8
Ireland	€	1.070	0.641	1.136	0.680	1.205	0.721	6.1	6.0
Italy	€	11.592	7.281	12.390	7.833	12.787	8.078	3.2	3.1
Latvia	€	0.242	0.124	0.255	0.130	0.264	0.134	3.4	3.3
Lithuania	€	0.382	0.194	0.403	0.204	0.425	0.214	5.6	5.0
Netherlands	€	3.844	2.144	3.801	2.118	3.819	2.132	0.5	0.7
Poland	PLN	23.485	15.240	25.207	16.337	27.121	17.557	7.6	7.5
Portugal	€	2.009	1.246	2.147	1.331	2.323	1.429	8.2	7.3
Romania	RON	9.452	5.411	10.283	5.882	11.230	6.417	9.2	9.1
Slovakia	€	0.758	0.464	0.792	0.485	0.834	0.510	5.2	5.2
Slovenia	€	0.229	0.130	0.243	0.139	0.256	0.145	5.0	4.9
Spain	€	10.357	6.348	11.173	6.833	11.820	7.231	5.8	5.8
Sweden	SEK	29.480	16.109	32.168	17.524	33.265	18.108	3.4	3.3
Norway	NOK	20.576	10.935	22.253	11.807	23.221	12.310	4.4	4.3
United Kingdom	GBP	9.559	5.310	11.950	6.639	12.552	6.973	5.0	5.0
Switzerland	CHF	2.295	1.481	2.314	1.493	2.315	1.493	0.0	0.0

* Professional hair care included

Source: Cosmetics Europe & Euromonitor International



European cosmetics market 2023-2025

Market volume by country euro / RSP basis

Country	2023 billion euro	2024 billion euro	2025 billion euro	2025/24 +/- %	2025 % share
Germany	15.853	16.948	18.012	6.28	16.4
France	13.786	14.244	14.464	1.55	13.2
Italy	11.592	12.390	12.787	3.20	11.7
Spain	10.357	11.173	11.820	5.78	10.8
Poland	5.008	5.853	6.399	9.32	5.8
Netherlands	3.844	3.801	3.819	0.47	3.5
Sweden	2.773	2.813	3.005	6.80	2.7
Belgium/Luxembourg	2.338	2.415	2.490	3.10	2.3
Romania	1.917	2.067	2.228	7.81	2.0
Portugal	2.009	2.147	2.323	8.22	2.1
Austria	1.769	1.856	1.928	3.87	1.8
Denmark	1.519	1.554	1.609	3.54	1.5
Greece	1.352	1.439	1.517	5.42	1.4
Finland	1.124	1.167	1.195	2.47	1.1
Hungary	1.082	1.187	1.271	7.03	1.2
Ireland	1.070	1.136	1.205	6.08	1.1
Czech Republic	1.342	1.368	1.470	7.52	1.3
Slovakia	0.758	0.792	0.834	5.20	0.8
Bulgaria	0.630	0.695	0.765	10.08	0.7
Croatia	0.501	0.533	0.565	5.97	0.5
Lithuania	0.382	0.403	0.425	5.56	0.4
Latvia	0.242	0.255	0.264	3.41	0.2
Slovenia	0.229	0.243	0.256	5.01	0.2
Estonia	0.197	0.206	0.210	1.90	0.2
EU-27 (excl. Malta/Cyprus)	81.675	86.685	90.858	4.81	82.9
United Kingdom	11.207	14.118	14.662	3.86	13.4
Switzerland	2.087	2.104	2.104	0.01	1.9
Norway	2.034	1.914	1.981	3.51	1.8
Europe	97.002	104.820	109.606	4.6	100.0

European cosmetics market 2023-2025

Market volume by country euro / MSP basis

Country	2023 billion euro	2024 billion euro	2025 billion euro	2025/24 +/- %	2025 % share
Germany	10.228	10.934	11.621	6.28	17.6
France	8.242	8.505	8.624	1.40	13.0
Italy	7.281	7.833	8.078	3.13	12.2
Spain	6.348	6.833	7.231	5.81	10.9
Poland	3.250	3.794	4.142	9.19	6.3
Netherlands	2.144	2.118	2.132	0.65	3.2
Sweden	1.515	1.533	1.636	6.72	2.5
Belgium/Luxembourg	1.182	1.221	1.259	3.09	1.9
Portugal	1.246	1.331	1.429	7.32	2.2
Austria	1.102	1.156	1.201	3.87	1.8
Romania	1.098	1.182	1.273	7.69	1.9
Greece	0.985	1.049	1.105	5.35	1.7
Denmark	0.808	0.826	0.855	3.48	1.3
Finland	0.632	0.656	0.672	2.43	1.0
Hungary	0.635	0.695	0.742	6.79	1.1
Czech Republic	0.824	0.840	0.903	7.53	1.4
Ireland	0.641	0.680	0.721	6.00	1.1
Slovakia	0.464	0.485	0.510	5.20	0.8
Bulgaria	0.408	0.449	0.494	10.02	0.7
Croatia	0.283	0.301	0.319	5.98	0.5
Lithuania	0.194	0.204	0.214	5.01	0.3
Slovenia	0.130	0.139	0.145	4.91	0.2
Latvia	0.124	0.130	0.134	3.31	0.2
Estonia	0.108	0.112	0.115	1.96	0.2
EU-27 (excl. Malta/Cyprus)	49.870	53.007	55.555	4.81	84.0
United Kingdom	6.226	7.843	8.146	3.86	12.3
Switzerland	1.346	1.357	1.357	0.01	2.1
Norway	1.081	1.016	1.050	3.42	1.6
Europe	58.523	63.223	66.109	4.6	100.0

European cosmetics market 2025

National markets by product category (billion) euro / RSP basis

Country	Fragrances / Perfumes	Decorative Cosmetics	Skin Care	Hair Care	Toiletries	TOTAL
Germany	2.144	2.239	4.023	4.107	5.499	18.012
France	3.401	1.266	4.529	1.941	3.327	14.464
Italy	1.551	1.724	4.301	2.951	2.259	12.787
Spain	2.458	1.208	3.738	2.063	2.353	11.820
Poland	0.781	0.759	1.884	1.261	1.714	6.399
Netherlands	0.701	0.534	0.832	0.723	1.029	3.819
Sweden	0.310	0.754	0.913	0.532	0.496	3.005
Belgium/Luxembourg	0.528	0.365	0.742	0.321	0.533	2.490
Portugal	0.399	0.193	0.831	0.306	0.595	2.323
Romania	0.400	0.334	0.620	0.347	0.528	2.228
Austria	0.243	0.316	0.562	0.364	0.444	1.928
Greece	0.156	0.210	0.627	0.375	0.149	1.517
Denmark	0.275	0.291	0.493	0.303	0.248	1.609
Czech Republic	0.196	0.232	0.417	0.286	0.338	1.470
Hungary	0.176	0.160	0.328	0.189	0.419	1.271
Finland	0.060	0.209	0.403	0.293	0.231	1.195
Ireland	0.182	0.155	0.319	0.235	0.314	1.205
Slovakia	0.113	0.124	0.239	0.146	0.211	0.834
Bulgaria	0.092	0.097	0.178	0.225	0.174	0.765
Croatia	0.061	0.085	0.188	0.072	0.159	0.565
Lithuania	0.092	0.067	0.137	0.058	0.071	0.425
Latvia	0.053	0.032	0.087	0.045	0.046	0.264
Slovenia	0.027	0.033	0.086	0.045	0.065	0.256
Estonia	0.042	0.024	0.058	0.038	0.047	0.210
EU (excluding Malta/Cyprus)	14.440	11.411	26.532	17.225	21.250	90.858
United Kingdom	2.202	1.518	4.307	2.127	4.510	14.662
Switzerland	0.302	0.252	0.670	0.479	0.401	2.104
Norway	0.132	0.384	0.746	0.445	0.275	1.981
Europe	17.075	13.565	32.255	20.276	26.435	109.606

European cosmetics market 2025

National markets by product category (billion) euro / MSP basis

Country	Fragrances / Perfumes	Decorative Cosmetics	Skin Care	Hair Care	Toiletries	TOTAL
Germany	1.383	1.445	2.595	2.650	3.548	11.621
France	1.915	0.761	2.663	1.190	2.095	8.624
Italy	0.924	1.071	2.622	2.049	1.412	8.078
Spain	1.497	0.700	2.250	1.302	1.481	7.230
Poland	0.416	0.503	1.257	0.810	1.157	4.142
Netherlands	0.352	0.263	0.475	0.466	0.575	2.132
Sweden	0.153	0.406	0.488	0.287	0.302	1.636
Portugal	0.236	0.121	0.503	0.192	0.377	1.429
Greece	0.104	0.156	0.448	0.268	0.130	1.105
Belgium/Luxembourg	0.240	0.185	0.370	0.173	0.291	1.259
Romania	0.212	0.194	0.351	0.203	0.313	1.273
Austria	0.139	0.203	0.355	0.226	0.278	1.201
Czech Republic	0.117	0.143	0.256	0.177	0.210	0.903
Denmark	0.139	0.153	0.258	0.164	0.142	0.855
Hungary	0.099	0.089	0.182	0.115	0.258	0.743
Ireland	0.094	0.092	0.193	0.144	0.198	0.721
Finland	0.027	0.116	0.223	0.169	0.136	0.672
Slovakia	0.069	0.076	0.145	0.090	0.131	0.510
Bulgaria	0.058	0.062	0.114	0.146	0.114	0.494
Croatia	0.033	0.048	0.104	0.041	0.092	0.319
Lithuania	0.042	0.032	0.065	0.034	0.041	0.214
Slovenia	0.014	0.019	0.048	0.026	0.038	0.145
Latvia	0.026	0.017	0.044	0.024	0.024	0.134
Estonia	0.020	0.014	0.032	0.022	0.028	0.115
EU (excluding Malta/Cyprus)	8.308	6.868	16.040	10.968	13.371	55.555
United Kingdom	1.223	0.843	2.393	1.181	2.505	8.146
Switzerland	0.195	0.163	0.432	0.309	0.259	1.357
Norway	0.063	0.201	0.392	0.238	0.156	1.050
Europe	9.789	8.075	19.257	12.696	16.291	66.107

European cosmetics market 2025

National markets by product category structure (%) euro / RSP basis

Country	Fragrances / Perfumes	Decorative Cosmetics	Skin Care	Hair Care	Toiletries	TOTAL
Germany	11.9	12.4	22.3	22.8	30.5	100.0
France	23.5	8.8	31.3	13.4	23.0	100.0
Italy	12.1	13.5	33.6	23.1	17.7	100.0
Spain	20.8	10.2	31.6	17.5	19.9	100.0
Netherlands	18.4	14.0	21.8	18.9	26.9	100.0
Poland	12.2	11.9	29.4	19.7	26.8	100.0
Belgium/Luxembourg	21.2	14.7	29.8	12.9	21.4	100.0
Sweden	10.3	25.1	30.4	17.7	16.5	100.0
Greece	10.3	13.8	41.3	24.7	9.8	100.0
Austria	12.6	16.4	29.1	18.9	23.0	100.0
Portugal	17.2	8.3	35.8	13.1	25.6	100.0
Denmark	17.1	18.1	30.6	18.8	15.4	100.0
Romania	17.9	15.0	27.8	15.6	23.7	100.0
Czech Republic	13.4	15.8	28.4	19.5	23.0	100.0
Finland	5.0	17.5	33.7	24.5	19.3	100.0
Hungary	13.8	12.6	25.8	14.9	33.0	100.0
Ireland	15.1	12.9	26.4	19.5	26.1	100.0
Slovakia	13.6	14.9	28.6	17.5	25.4	100.0
Bulgaria	12.0	12.6	23.2	29.4	22.7	100.0
Lithuania	21.6	15.8	32.3	13.6	16.7	100.0
Croatia	10.9	15.0	33.2	12.8	28.2	100.0
Slovenia	10.5	13.1	33.5	17.5	25.4	100.0
Latvia	20.2	12.2	33.0	17.1	17.5	100.0
Estonia	19.9	11.6	27.8	18.2	22.4	100.0
EU (excluding Malta/Cyprus)	15.9	12.6	29.2	19.0	23.4	100.0
United Kingdom	15.0	10.4	29.4	14.5	30.8	100.0
Switzerland	14.3	12.0	31.9	22.8	19.1	100.0
Norway	6.6	19.4	37.6	22.5	13.9	100.0
Europe	15.6	12.4	29.4	18.5	24.1	100.0

European cosmetics market 2025

National markets by product category structure (%) euro / MSP basis

Country	Fragrances / Perfumes	Decorative Cosmetics	Skin Care	Hair Care	Toiletries	TOTAL
Germany	11.9	12.4	22.3	22.8	30.5	100.0
France	22.2	8.8	30.9	13.8	24.3	100.0
Italy	11.4	13.3	32.5	25.4	17.5	100.0
Spain	20.7	9.7	31.1	18.0	20.5	100.0
Netherlands	16.5	12.3	22.3	21.9	27.0	100.0
Poland	10.0	12.1	30.3	19.5	27.9	100.0
Belgium/Luxembourg	19.1	14.7	29.4	13.7	23.1	100.0
Sweden	9.4	24.8	29.8	17.5	18.5	100.0
Greece	9.4	14.1	40.5	24.2	11.8	100.0
Austria	11.6	16.9	29.5	18.8	23.2	100.0
Portugal	16.5	8.5	35.2	13.4	26.4	100.0
Denmark	16.3	17.9	30.1	19.1	16.6	100.0
Romania	16.6	15.3	27.6	15.9	24.6	100.0
Czech Republic	12.9	15.9	28.3	19.6	23.3	100.0
Finland	4.0	17.2	33.2	25.2	20.3	100.0
Hungary	13.3	12.0	24.5	15.5	34.7	100.0
Ireland	13.0	12.8	26.7	20.0	27.5	100.0
Slovakia	13.5	14.8	28.4	17.6	25.7	100.0
Bulgaria	11.8	12.6	23.1	29.5	23.0	100.0
Lithuania	19.7	15.0	30.3	15.7	19.4	100.0
Croatia	10.4	15.1	32.6	13.0	28.9	100.0
Slovenia	9.3	13.1	33.3	18.0	26.3	100.0
Latvia	19.5	12.5	32.4	17.5	18.1	100.0
Estonia	17.2	12.0	27.7	19.2	24.0	100.0
EU (excluding Malta/Cyprus)	15.0	12.4	28.9	19.7	24.1	100.0
United Kingdom	15.0	10.4	29.4	14.5	30.8	100.0
Switzerland	14.3	12.0	31.9	22.8	19.1	100.0
Norway	6.0	19.1	37.4	22.7	14.8	100.0
Europe	14.8	12.2	29.1	19.2	24.6	100.0

European cosmetics market 2025

Product category structure by country (%) euro / RSP basis

Country	Fragrances / Perfumes	Decorative Cosmetics	Skin Care	Hair Care	Toiletries	TOTAL
Germany	12.6	16.5	12.5	20.3	20.8	16.4
France	19.9	9.3	14.0	9.6	12.6	13.2
Italy	9.1	12.7	13.3	14.6	8.5	11.7
Spain	14.4	8.9	11.6	10.2	8.9	10.8
Poland	4.6	5.6	5.8	6.2	6.5	5.8
Netherlands	4.1	3.9	2.6	3.6	3.9	3.5
Sweden	1.8	5.6	2.8	2.6	1.9	2.7
Belgium/Luxembourg	3.1	2.7	2.3	1.6	2.0	2.3
Portugal	2.3	1.4	2.6	1.5	2.2	2.1
Romania	2.3	2.5	1.9	1.7	2.0	2.0
Austria	1.4	2.3	1.7	1.8	1.7	1.8
Greece	0.9	1.5	1.9	1.8	0.6	1.4
Denmark	1.6	2.1	1.5	1.5	0.9	1.5
Czech Republic	1.2	1.7	1.3	1.4	1.3	1.3
Hungary	1.0	1.2	1.0	0.9	1.6	1.2
Finland	0.4	1.5	1.2	1.4	0.9	1.1
Ireland	1.1	1.1	1.0	1.2	1.2	1.1
Slovakia	0.7	0.9	0.7	0.7	0.8	0.8
Bulgaria	0.5	0.7	0.6	1.1	0.7	0.7
Croatia	0.4	0.6	0.6	0.4	0.6	0.5
Lithuania	0.5	0.5	0.4	0.3	0.3	0.4
Latvia	0.3	0.2	0.3	0.2	0.2	0.2
Slovenia	0.2	0.2	0.3	0.2	0.2	0.2
Estonia	0.2	0.2	0.2	0.2	0.2	0.2
EU (excluding Malta/Cyprus)	84.6	84.1	82.3	85.0	80.4	82.9
United Kingdom	12.9	11.2	13.4	10.5	17.1	13.4
Switzerland	1.8	1.9	2.1	2.4	1.5	1.9
Norway	0.8	2.8	2.3	2.2	1.0	1.8
Europe	100.1	100.0	100.0	100.0	100.0	100.0

European cosmetics market 2025

Product category structure by country (%) euro / MSP basis

Country	Fragrances / Perfumes	Decorative Cosmetics	Skin Care	Hair Care	Toiletries	TOTAL
Germany	14.1	17.9	13.5	20.9	21.8	17.6
France	19.6	9.4	13.8	9.4	12.9	13.0
Italy	9.4	13.3	13.6	16.1	8.7	12.2
Spain	15.3	8.7	11.7	10.3	9.1	10.9
Poland	4.3	6.2	6.5	6.4	7.1	6.3
Netherlands	3.6	3.3	2.5	3.7	3.5	3.2
Sweden	1.6	5.0	2.5	2.3	1.9	2.5
Portugal	2.4	1.5	2.6	1.5	2.3	2.2
Greece	1.1	1.9	2.3	2.1	0.8	1.7
Belgium/Luxembourg	2.5	2.3	1.9	1.4	1.8	1.9
Romania	2.2	2.4	1.8	1.6	1.9	1.9
Austria	1.4	2.5	1.8	1.8	1.7	1.8
Czech Republic	1.2	1.8	1.3	1.4	1.3	1.4
Denmark	1.4	1.9	1.3	1.3	0.9	1.3
Hungary	1.0	1.1	0.9	0.9	1.6	1.1
Ireland	1.0	1.1	1.0	1.1	1.2	1.1
Finland	0.3	1.4	1.2	1.3	0.8	1.0
Slovakia	0.7	0.9	0.8	0.7	0.8	0.8
Bulgaria	0.6	0.8	0.6	1.1	0.7	0.7
Croatia	0.3	0.6	0.5	0.3	0.6	0.5
Lithuania	0.4	0.4	0.3	0.3	0.3	0.3
Slovenia	0.1	0.2	0.3	0.2	0.2	0.2
Latvia	0.3	0.2	0.2	0.2	0.1	0.2
Estonia	0.2	0.2	0.2	0.2	0.2	0.2
EU (excluding Malta/Cyprus)	84.9	85.1	83.3	86.4	82.1	84.0
United Kingdom	12.5	10.4	12.4	9.3	15.4	12.3
Switzerland	2.0	2.0	2.2	2.4	1.6	2.1
Norway	0.6	2.5	2.0	1.9	1.0	1.6
Europe	100.0	100.0	100.0	100.0	100.0	100.0

European cosmetics market 2025

Changes in national markets by product category 2025/2024 (%) euro / RSP basis

Country	Fragrances / Perfumes	Decorative Cosmetics	Skin Care	Hair Care	Toiletries	TOTAL
Bulgaria	11.9	10.1	10.9	10.3	7.9	10.1
Romania	9.7	6.6	9.7	8.9	10.1	9.2
Portugal	5.8	6.6	1.6	4.1	3.1	8.2
Hungary	13.3	8.8	11.5	5.9	4.2	8.1
Poland	8.6	7.2	8.7	8.1	5.7	7.6
Germany	2.1	1.5	11.1	8.1	5.3	6.3
Ireland	4.6	8.9	8.9	6.2	2.8	6.1
Croatia	6.0	6.0	6.3	6.2	5.4	6.0
Czech Republic	5.9	6.0	8.4	5.2	3.0	5.8
Spain	9.5	3.5	4.6	6.5	4.6	5.8
Lithuania	8.5	5.5	7.5	2.1	1.3	5.6
Greece	4.9	4.8	4.6	8.9	1.9	5.4
Slovakia	3.7	6.4	8.5	4.4	2.3	5.2
Slovenia	3.9	4.4	5.4	5.4	5.0	5.0
Austria	2.9	4.8	4.1	3.9	3.4	3.9
Denmark	3.7	6.2	3.2	2.8	2.5	3.6
Latvia	7.5	3.2	3.2	2.7	0.2	3.4
Sweden	2.4	3.5	2.6	5.7	3.1	3.4
Italy	7.4	0.1	3.2	4.1	1.6	3.2
Belgium/Luxembourg	3.1	4.3	3.0	2.6	2.8	3.1
Finland	6.7	3.2	2.4	2.0	1.6	2.5
Estonia	5.3	2.5	0.0	1.9	1.1	1.9
France	3.5	1.7	2.7	0.1	-1.1	1.5
Netherlands	-3.3	-0.9	2.2	3.0	0.8	0.5
United Kingdom	1.3	4.6	6.4	5.5	5.6	5.0
Norway	5.3	4.6	3.1	6.7	3.2	4.4
Switzerland	0.0	-3.0	0.0	1.3	0.5	0.0
Europe	4.8	3.6	5.8	5.6	4.1	4.9

European cosmetics market 2025

Changes in national markets by product category 2025/2024 (%) euro / MSP basis

Country	Fragrances / Perfumes	Decorative Cosmetics	Skin Care	Hair Care	Toiletries	TOTAL
Bulgaria	11.7	10.1	11.0	10.3	7.9	10.0
Romania	9.5	6.6	9.6	8.8	10.1	9.1
Hungary	13.3	8.8	11.5	5.8	4.1	7.8
Poland	8.6	7.2	8.6	7.9	5.7	7.5
Portugal	5.7	6.6	1.6	4.1	3.1	7.3
Germany	2.1	1.5	11.1	8.1	5.3	6.3
Ireland	4.6	8.9	8.8	6.1	2.7	6.0
Croatia	5.7	6.4	6.3	6.4	5.2	6.0
Spain	9.5	3.5	4.6	6.5	4.6	5.8
Czech Republic	5.8	6.0	8.5	5.2	2.9	5.8
Greece	4.9	4.8	4.6	8.9	1.9	5.3
Slovakia	3.6	6.5	8.6	4.4	2.3	5.2
Lithuania	8.2	5.6	6.9	2.1	1.0	5.0
Slovenia	3.1	4.4	5.4	5.2	4.9	4.9
Austria	2.8	4.8	4.1	3.9	3.4	3.9
Denmark	3.7	6.1	3.2	2.7	2.5	3.5
Sweden	2.3	3.4	2.6	5.6	3.0	3.3
Latvia	7.4	3.1	2.8	2.6	0.8	3.3
Italy	6.8	0.1	3.2	4.1	1.6	3.1
Belgium/Luxembourg	3.1	4.4	2.9	2.6	2.7	3.1
Finland	7.5	3.2	2.4	1.9	1.5	2.4
Estonia	5.3	2.2	0.6	1.9	1.1	2.0
France	3.5	1.6	2.5	0.0	-1.1	1.4
Netherlands	-3.3	-0.9	2.2	3.0	0.8	0.7
United Kingdom	1.3	4.6	6.4	5.5	5.6	5.0
Norway	5.4	4.5	3.0	6.6	3.2	4.3
Switzerland	0.1	-3.0	0.0	1.3	0.5	0.0
Europe	4.5	3.1	5.3	5.3	3.6	4.5

European cosmetics market 2023-2025

Per capita consumption by country euro / RSP Basis

Country	2023	2024	2025
Denmark	258	262	269
Sweden	253	275	284
Spain	215	228	241
Italy	196	210	217
Netherlands	216	212	212
Ireland	203	212	221
Finland	202	208	212
France	202	207	210
Portugal	191	202	216
Germany	187	203	216
Austria	194	203	210
Belgium/Luxembourg	189	193	198
Greece	130	138	146
Poland	151	162	175
Estonia	144	150	153
Slovakia	140	146	154
Lithuania	134	140	147
Croatia	130	138	146
Latvia	128	136	142
Czech Republic	127	128	135
Hungary	111	123	133
Slovenia	108	115	120
Romania	98	107	117
Bulgaria	98	108	119
Average EU-27 (excl. Malta/Cyprus)	167	175	183
United Kingdom	165	202	211
Norway	320	342	354
Switzerland	233	233	231
Europe	175	185	192

Population 2023-2025 by country

in millions of inhabitants

Country	2023	2024	2025
Germany	84,700	83,600	83,500
France	68,277	68,669	68,883
Italy	58,997	58,990	58,943
Spain	48,085	49,078	49,128
Poland	36,754	36,621	36,497
Romania	19,055	19,068	19,043
Netherlands	17,811	17,942	18,044
Belgium/Luxembourg	12,404	12,489	12,565
Czech Republic	10,828	10,901	10,910
Portugal	10,517	10,640	10,750
Sweden	10,522	10,552	10,588
Greece	10,414	10,401	10,372
Hungary	9,600	9,585	9,540
Austria	9,105	9,159	9,197
Bulgaria	6,448	6,445	6,437
Denmark	5,933	5,961	5,993
Finland	5,564	5,604	5,636
Ireland	5,271	5,352	5,440
Slovakia	5,429	5,425	5,419
Croatia	3,851	3,862	3,874
Lithuania	2,857	2,886	2,891
Slovenia	2,117	2,124	2,131
Latvia	1,895	1,879	1,861
Estonia	1,366	1,375	1,370
EU-27 (excl. Malta/Cyprus)	447,798	448,605	449,013
United Kingdom	67,737	69,138	69,487
Switzerland	8,962	9,049	9,124
Norway	5,489	5,550	5,594
Europe	529,986	532,342	533,218



Gross domestic product 2023-2025 by country

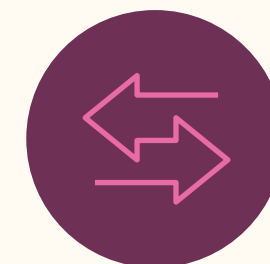
euro / billions

Country	2023 (extracted 19.05.26)	2024 (extracted 19.05.26)	2025 (extracted 19.05.26)
Austria	477.84	494.09	512.81
Belgium - Luxemburg	683.98	706.09	731.54
Bulgaria	94.53	104.77	116.02
Croatia	79.19	85.91	92.98
Czechia	319.10	320.79	346.58
Denmark	374.17	392.40	410.37
Estonia	38.35	39.85	41.62
Finland	273.01	275.99	280.57
France	2,826.54	2,919.90	2,979.09
Germany	4,219.31	4,328.97	4,469.91
Greece	224.69	236.74	248.35
Hungary	196.98	206.16	218.83
Ireland	524.73	562.79	638.68
Italy	2,142.74	2,202.03	2,258.05
Latvia	39.56	40.65	43.03
Lithuania	74.32	79.00	84.26
Netherlands	1,050.13	1,121.54	1,179.46
Poland	751.93	852.23	922.87
Portugal	270.35	289.78	306.77
Romania	321.58	353.63	380.06
Slovakia	123.54	130.21	136.75
Slovenia	64.05	67.42	70.49
Spain	1,497.76	1,594.33	1,687.15
Sweden	535.18	559.07	593.70
EU-27 (excl. Malta/Cyprus)	17,203.56	17,964.34	18,749.93
United Kingdom	3,214.88	3,376.73	3,547.49
Switzerland	858.40	896.45	925.87
Norway	464.33	462.85	470.90
Europe	21,741.17	22,700.36	23,694.19



Exchange rates 2023-2025 by country

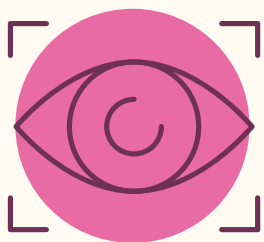
Country	National Currency	2023	2024	2025
		<i>for reference</i>		
Bulgaria	BGN	1.9558	1.9558	1.9559
Czech Republic	SIT	24.5721	25.1130	24.7073
Denmark	DKK	7.4435	7.4579	7.4637
Hungary	HUF	391.8269	394.2986	398.1395
Lithuania	LTL	1.0000	1.0000	1.0000
Norway	NOK	10.1141	11.6250	11.7191
Poland	PLN	4.6892	4.3064	4.2385
Romania	RON	4.9305	4.9746	5.0393
Sweden	SEK	10.6314	11.4336	11.0706
Switzerland	CHF	1.1000	1.1000	1.1000
United Kingdom	GBP	0.8529	0.8464	0.8561
Japan	YEN	152.0400	163.7514	168.6875
USA	US\$	1.0821	1.0818	1.1272



Cosmetics Europe's Vision and Mission

For more than 60 years, Cosmetics Europe has been an established European trade association for the cosmetics and personal care industry. Our members include cosmetics and personal care manufacturers as well as associations representing our industry at national level across Europe.

Our experts are a trusted partner to policy makers on regulatory and scientific matters. We are committed to working collaboratively with all stakeholders to shape a successful future for our members.



Our Vision

A flourishing European cosmetics and personal care industry.



Our Mission

To shape a European operating environment that is conducive to long-term growth of the industry and a sustainable future.

