



Cosmetics Europe  
the personal care association



# MARKET PERFORMANCE 2020

European Cosmetic, Toiletry & Perfumery Data

We personally care

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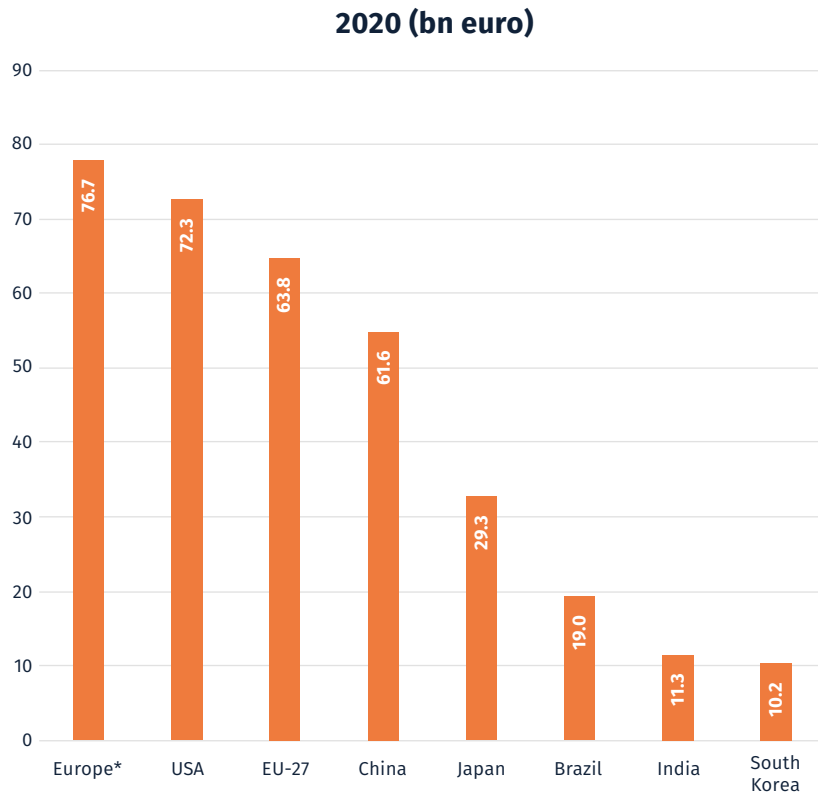
### DISCLAIMER:

- Previous year data figures have been updated with latest information available;
- The 2020 exchange rate applied is of 31st December 2020.

# EUROPEAN INDUSTRY MARKET SHARE VS GLOBAL PERSPECTIVE

Value comparison of Europe, and other major markets - USA, Japan, China, Brazil, South Korea and India in 2020

Retail Sales Prices (RSP) in bn euro



\*EU-27, Norway, Switzerland & UK

Source: Cosmetics Europe & Euromonitor International

**USA**

72.3 bn euro

**Europe**

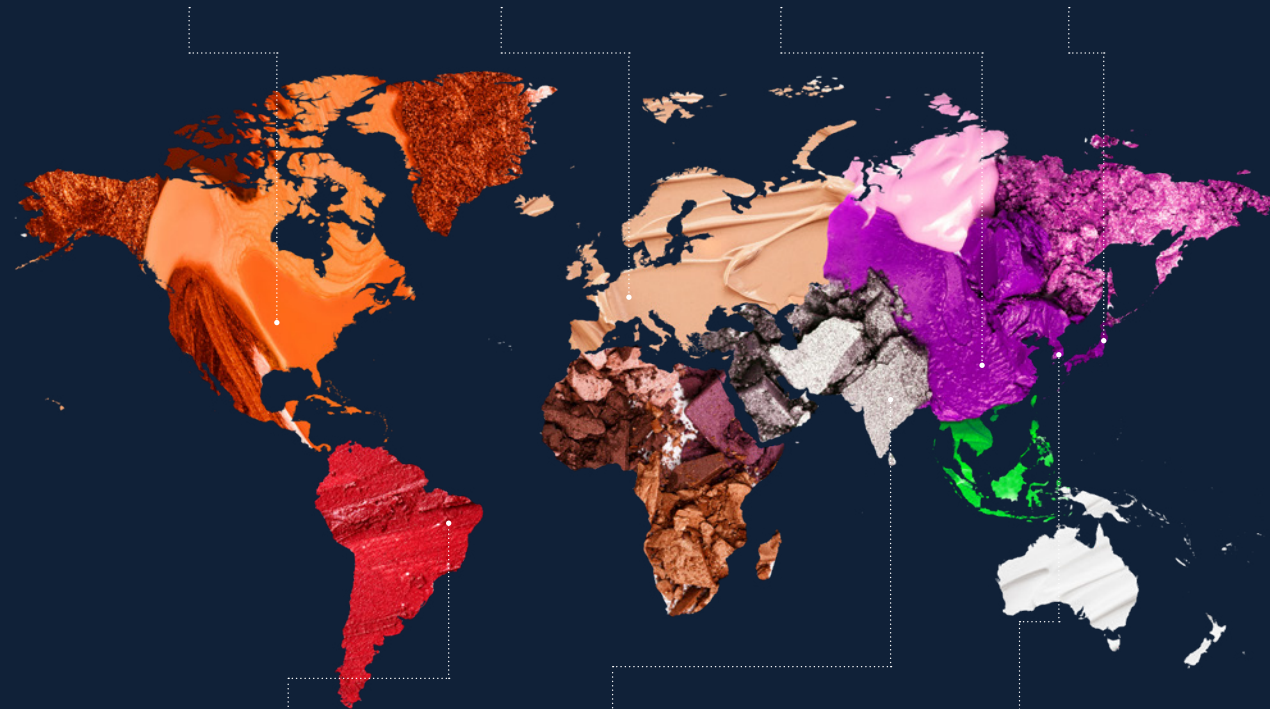
76.7 bn euro

**China**

61.6 bn euro

**Japan**

29.3 bn euro



**Brazil**

19.0 bn euro

**India**

11.3 bn euro

**South Korea**

10.2 bn euro

## EXTRA IMPORT FROM USA, CHINA, CANADA &amp; JAPAN (2020)

EURO / RSP BASIS

		USA	China	Canada	Japan
Austria	EUR mn	9.891	2.5	0.0	0.1
Belgium	EUR mn	153.105	55.8	10.8	7.3
Bulgaria	EUR mn	1.024	1.8	0.1	0.0
Croatia	EUR mn	1.068	4.1	0.4	0.0
Cyprus	EUR mn	2.038	1.5	0.1	0.0
Czech Republic	EUR mn	43.291	7.5	12.7	3.9
Denmark	EUR mn	16.561	8.3	0.5	0.3
Estonia	EUR mn	1.907	0.8	0.0	0.1
Finland	EUR mn	7.392	1.5	0.1	0.1
France	EUR mn	282.427	84.0	24.3	44.5
Germany	EUR mn	147.08	74.1	21.4	27.0
Greece	EUR mn	3.364	7.0	0.2	0.0
Hungary	EUR mn	5.89	15.4	0.1	0.0
Ireland	EUR mn	12.264	7.4	0.2	0.1
Italy	EUR mn	27.32	24.7	2.7	0.6
Latvia	EUR mn	1.24	3.9	0.1	0.1
Lithuania	EUR mn	2.506	1.0	0.1	0.1
Luxembourg	EUR mn	1.893	0.7	0.0	0.0
Malta	EUR mn	1.276	0.7	0.0	0.0
Netherlands	EUR mn	462.016	85.1	7.5	2.6
Poland	EUR mn	45.95	47.2	4.5	3.5
Portugal	EUR mn	0.562	0.3	0.0	0.0
Romania	EUR mn	3.009	8.5	0.5	0.0
Slovakia	EUR mn	0.446	0.6	0.2	0.1
Slovenia	EUR mn	1.947	1.1	0.0	0.0
Spain	EUR mn	53.542	56.0	6.6	2.1
Sweden	EUR mn	42.946	14.2	10.3	0.6
UK	EUR mn	45.339	30.8	5.5	1.4
Switzerland	EUR mn	52.631	30.1	5.8	4.7
Norway	EUR mn	73.696	9.7	4.9	3.7
<b>Europe</b>	<b>EUR mn</b>	<b>1,503.6</b>	<b>586.5</b>	<b>119.7</b>	<b>102.9</b>

**USA**

1.50 bn euro

**China**

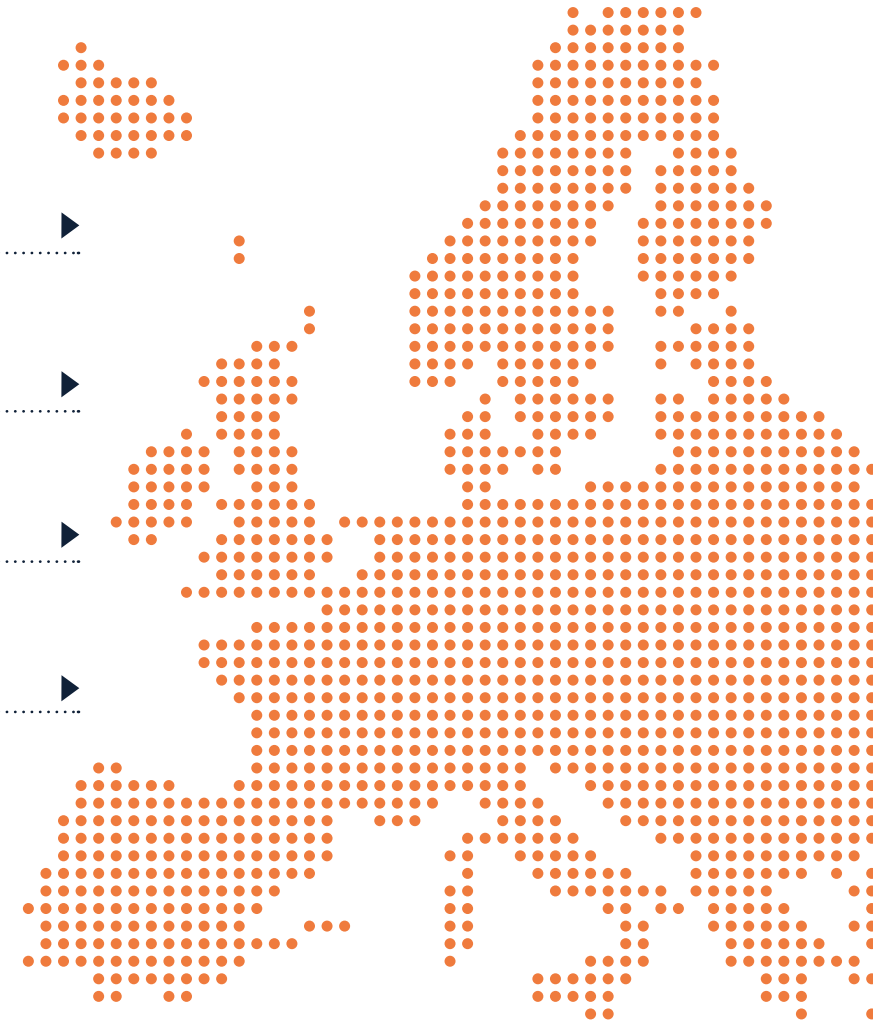
586.5 mn euro

**Canada**

119.7 mn euro

**Japan**

102.9 mn euro

**4 key import partners: 2.31 bn euro****Total import: 6.61 bn euro**

# EUROPEAN COSMETICS MARKET 2020

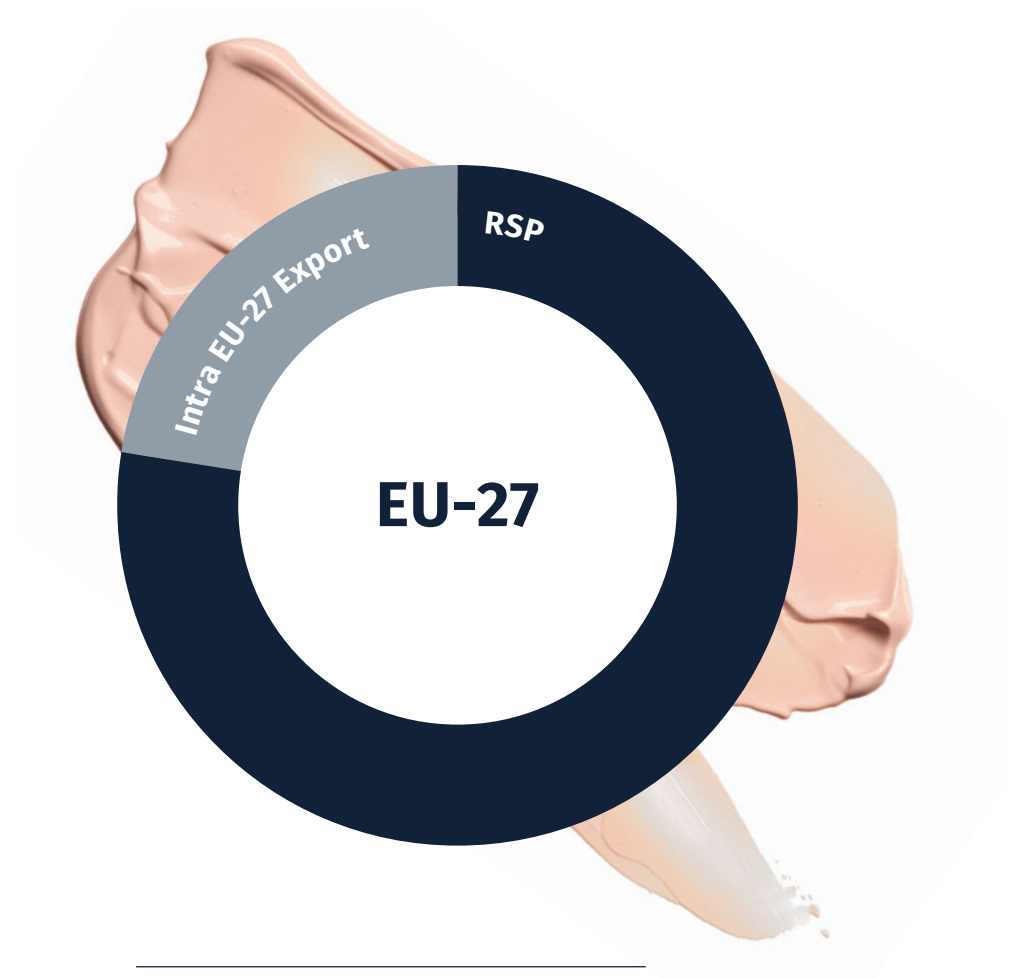
Total retail value of the cosmetics industry in Europe



● **Intra Europe Export**  
22.55 bn euro

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

**Total:** 99.27 bn euro



● **Intra EU-27 Export**  
21.21 bn euro

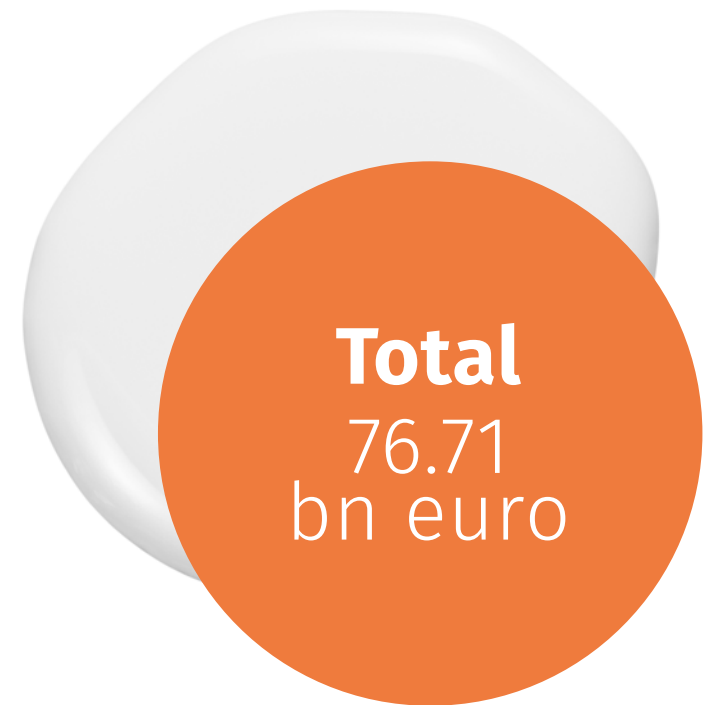
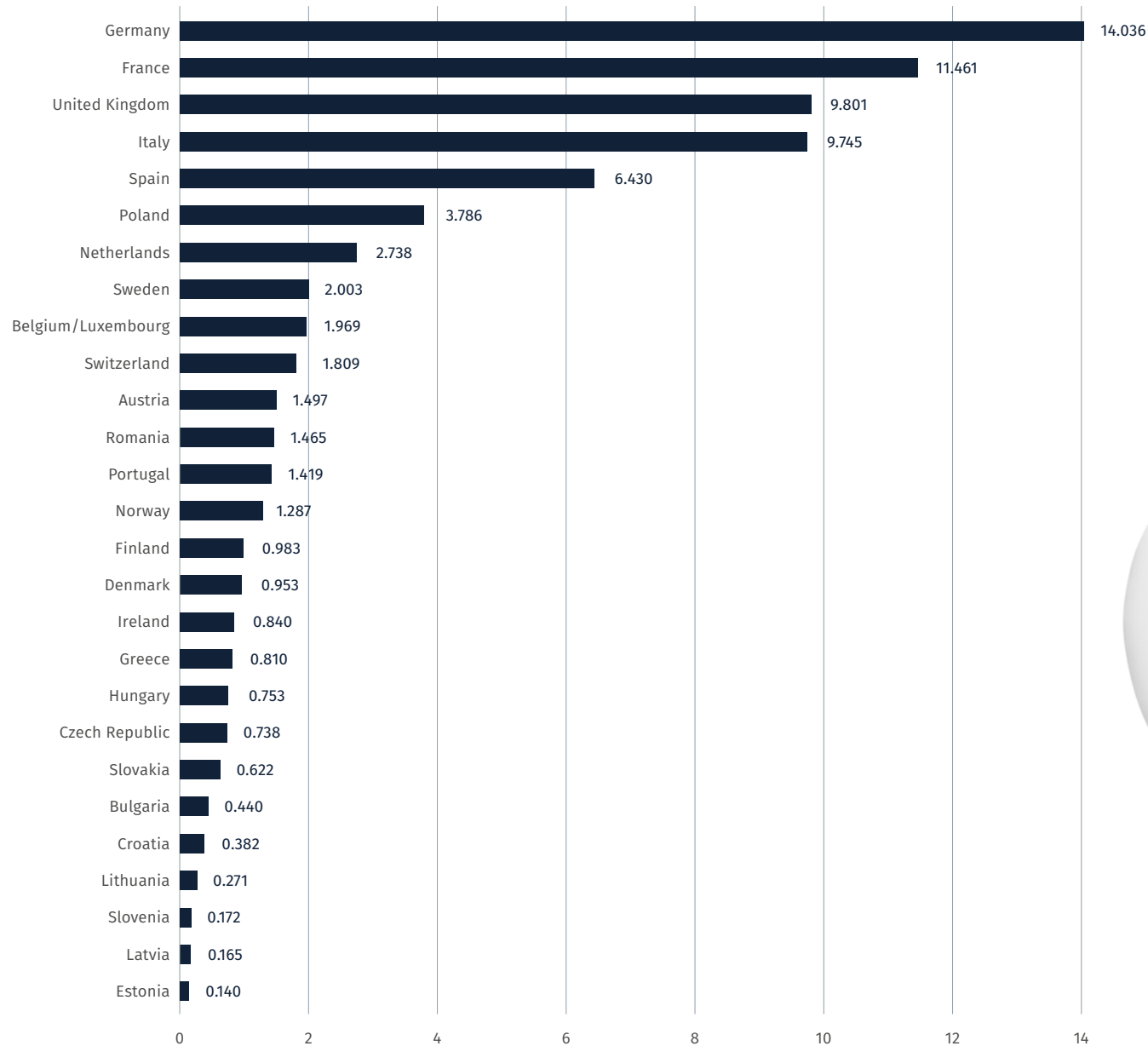
● **RSP (Retail Sales Price)**  
63.82 bn euro

**Total:** 85.03 bn euro

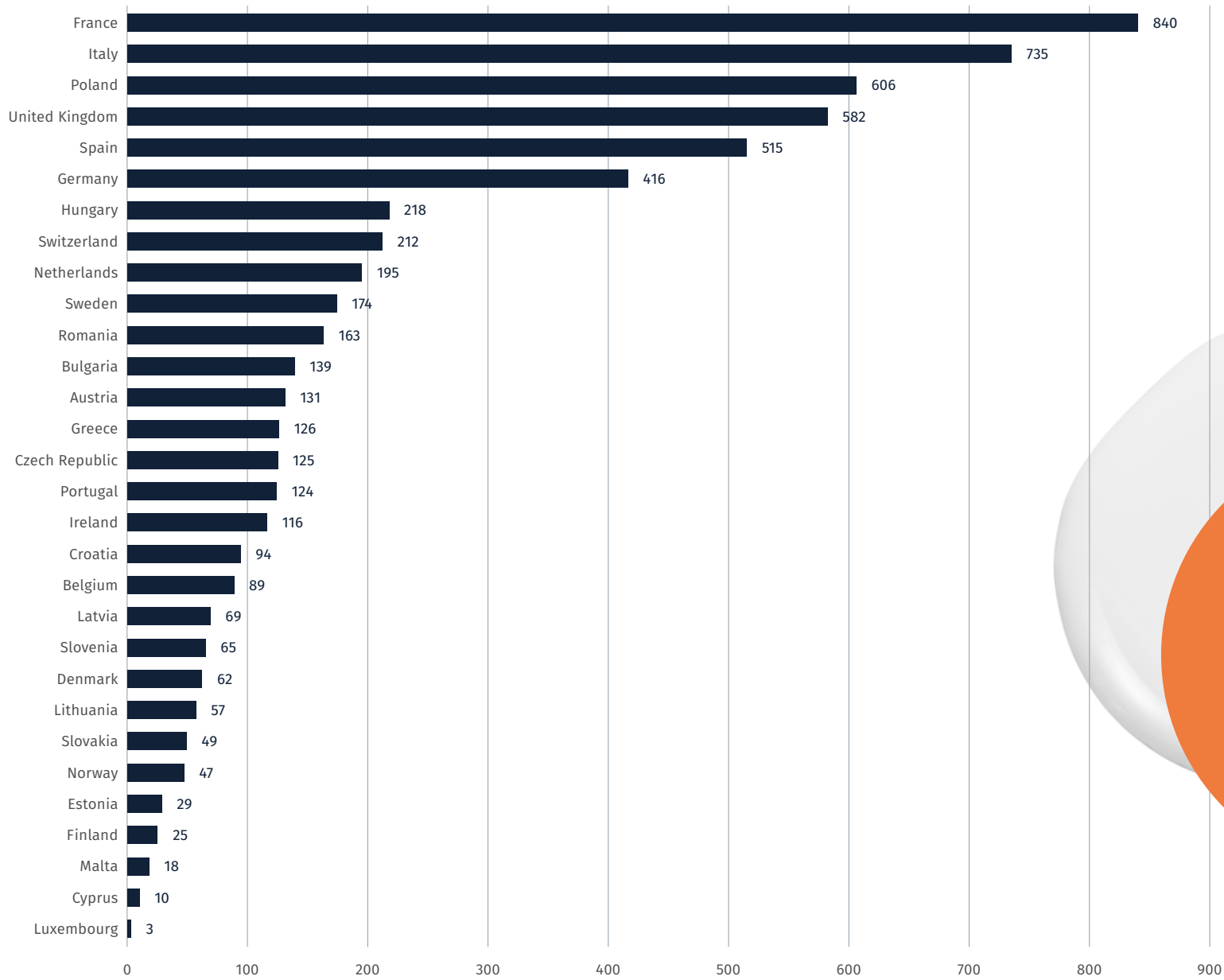
\*EU-27, Norway, Switzerland & UK

# MARKET VOLUME BY COUNTRY IN 2020

Retail Sales Prices (RSP) in bn euro



# NUMBER OF SMES PER COUNTRY IN 2020

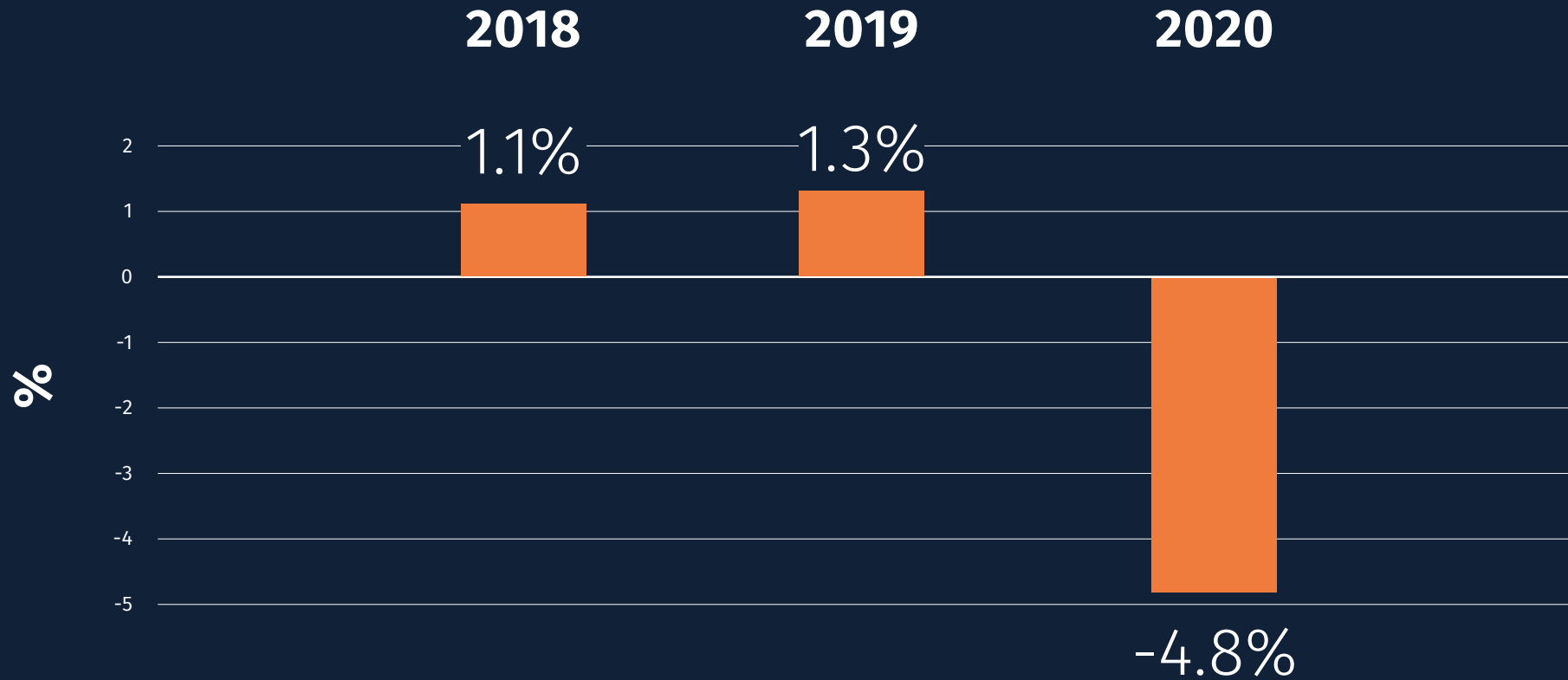


**Total of  
6034  
SMEs  
in Europe\***

\*EU-27, Norway, Switzerland & UK

# EUROPEAN COSMETICS MARKET ANNUAL GROWTH 2018-2020

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



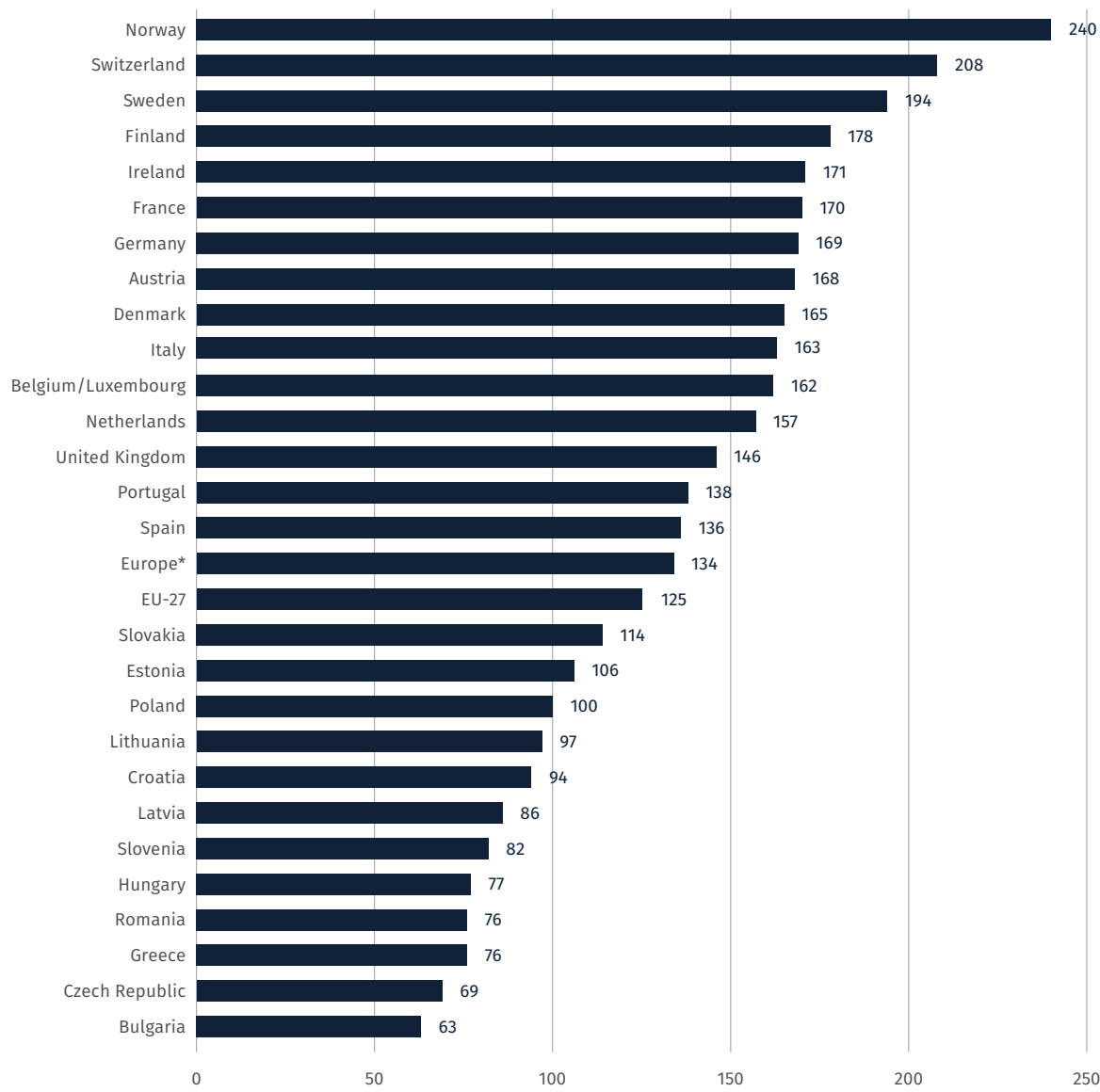
\*taking into account exchange rate fluctuations - £+CHF+NOK/Euro

The lockdowns in 2020 have led to a decline in demand for certain categories of products as self-isolation and limited social interactions have altered consumers ordinary purchasing habits. Although the sector was growing before 2019, recovering lost ground overall is expected to be a gradual process.



# EUROPEAN COSMETICS MARKET 2020: PER CAPITA CONSUMPTION BY COUNTRY

EURO / RSP BASIS

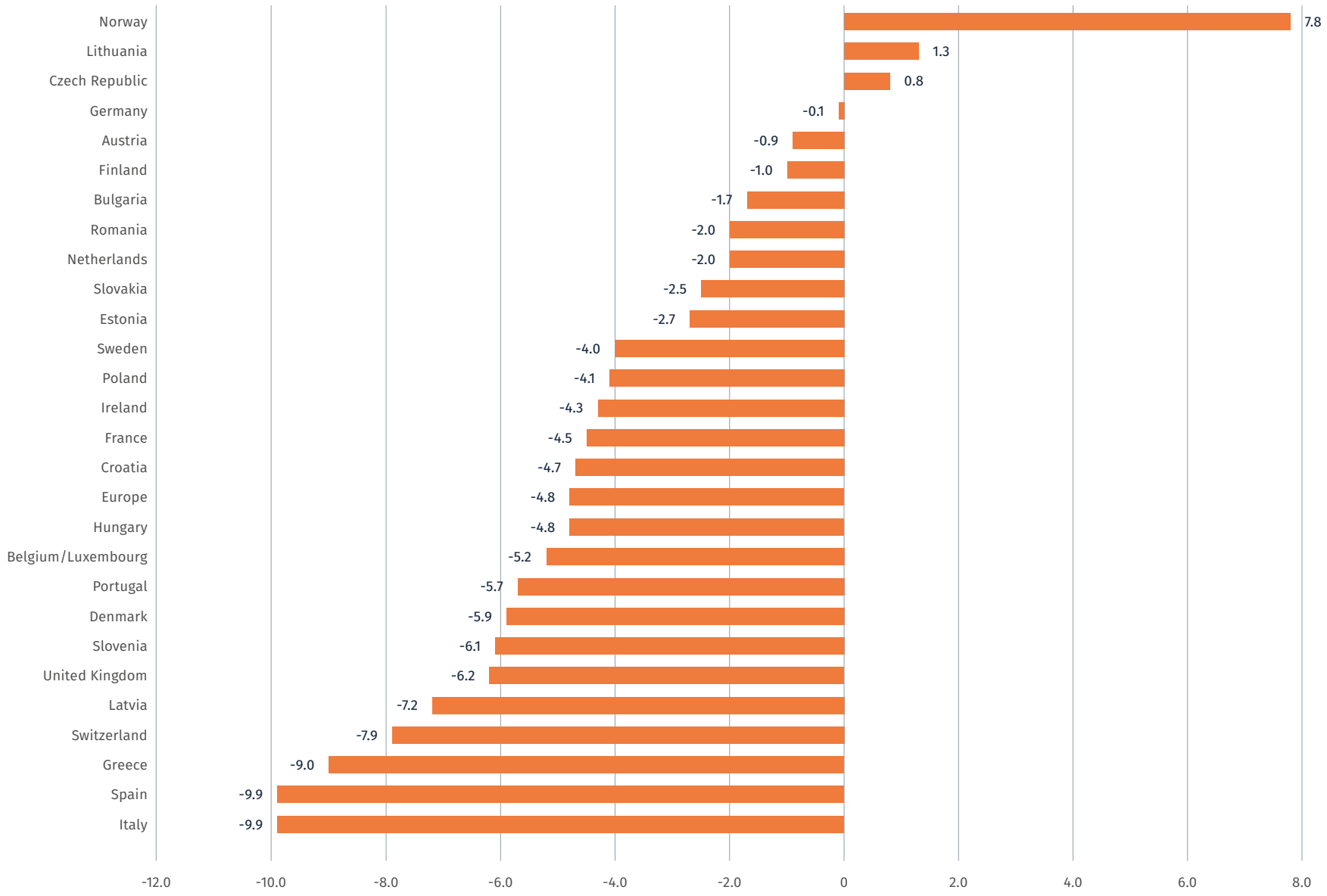


\*EU-27, Norway, Switzerland & UK



# EUROPEAN COSMETICS MARKET 2020: MARKET CHANGES 2019/2020 (%)

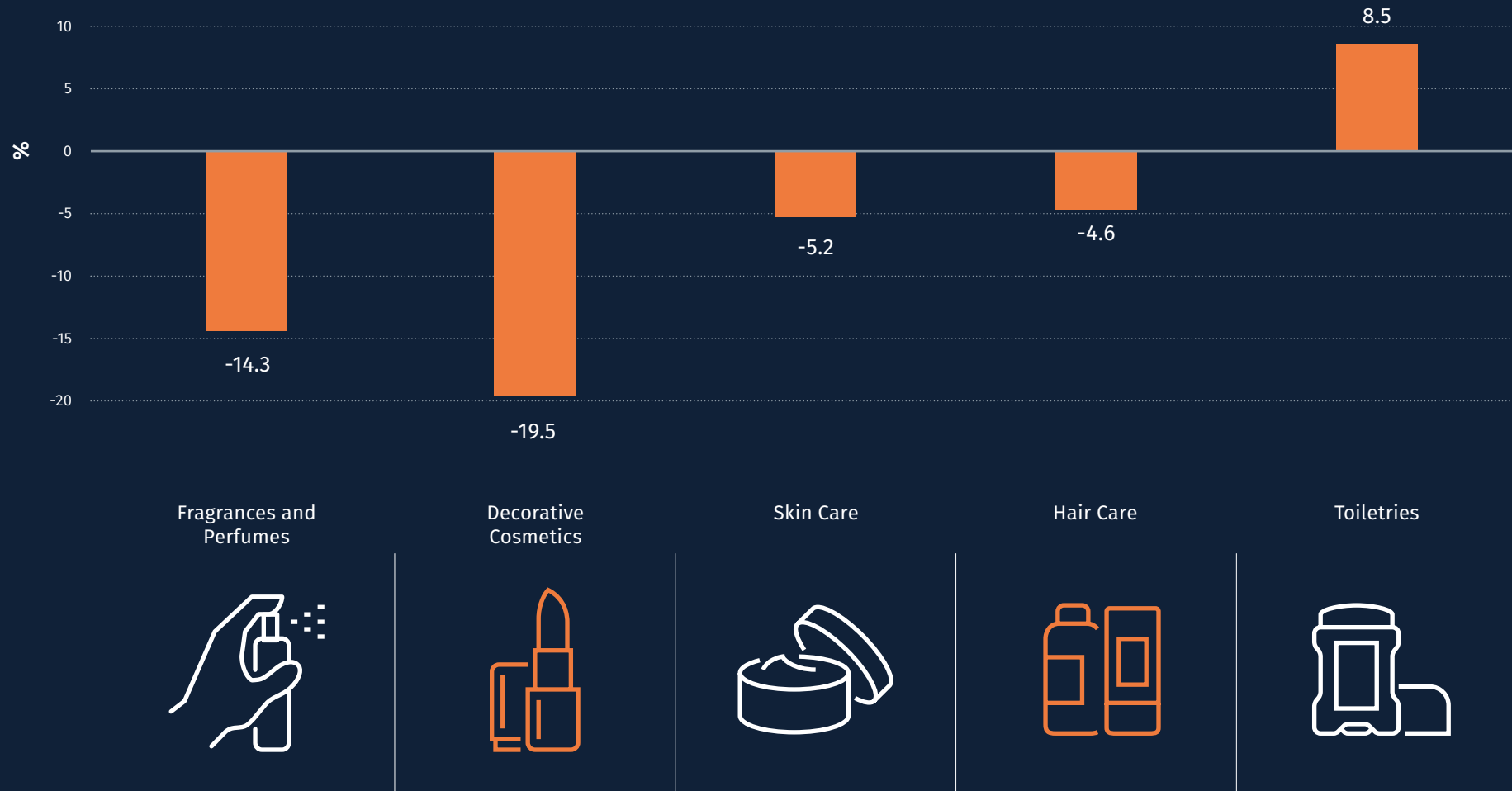
EURO / RSP BASIS



Source: Cosmetics Europe & Euromonitor International

# EUROPEAN COSMETICS MARKET 2020: MARKET CHANGES BY PRODUCT CATEGORY 2019/2020 (%)

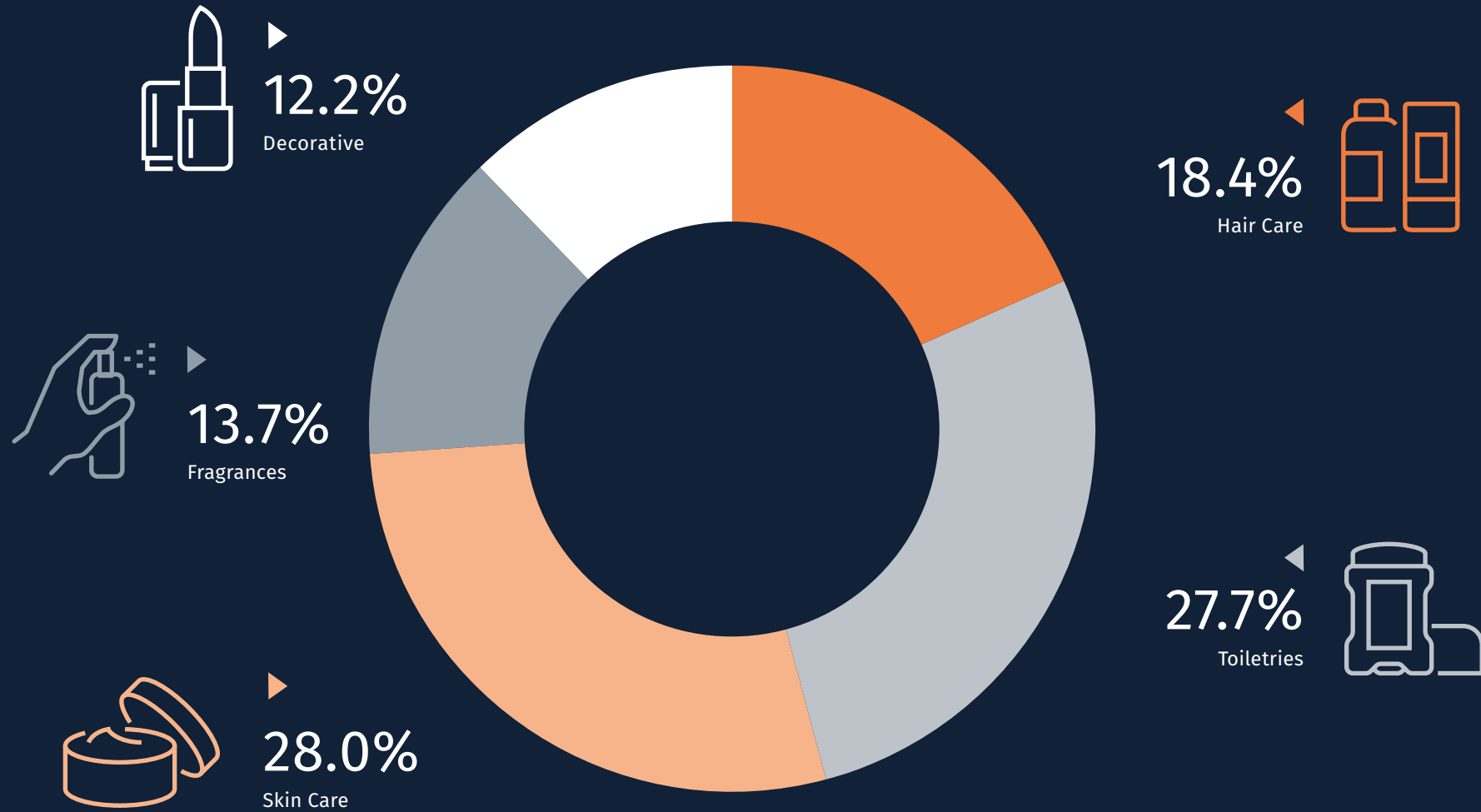
EURO / RSP BASIS



The impact of COVID-19 has not been even across the sector, mostly due to shifting consumption patterns.

# EUROPEAN COSMETICS MARKET 2020: MARKET SHARE BY PRODUCT CATEGORY (%)

EURO / RSP BASIS



# EXTRA EXPORT - EUROPE

EURO/RSP BASIS

Country	2020 TOTAL EXPORTS
France	8,397.6
Germany	3,122.5
Italy	1,984.7
Spain	1,745.9
Poland	1,516.5
Switzerland	1,238.2
Netherlands	1,017.1
Belgium	958.3
Czech Republic	442.9
Ireland	319.8
Sweden	263.2
Denmark	238.4
Lithuania	217.0
Romania	210.7
Greece	114.2
Slovakia	106.7
UK	102.0
Croatia	92.5
Hungary	92.0
Austria	82.9
Bulgaria	62.7
Portugal	54.0
Slovenia	42.0
Latvia	41.5
Estonia	34.4
Finland	21.6
Luxembourg	21.6
Cyprus	4.1
Norway	3.5
Malta	2.6
<b>Europe</b>	<b>22,551.2 mn euro</b>



# TOTAL EXPORT - EUROPE

EURO/RSP BASIS

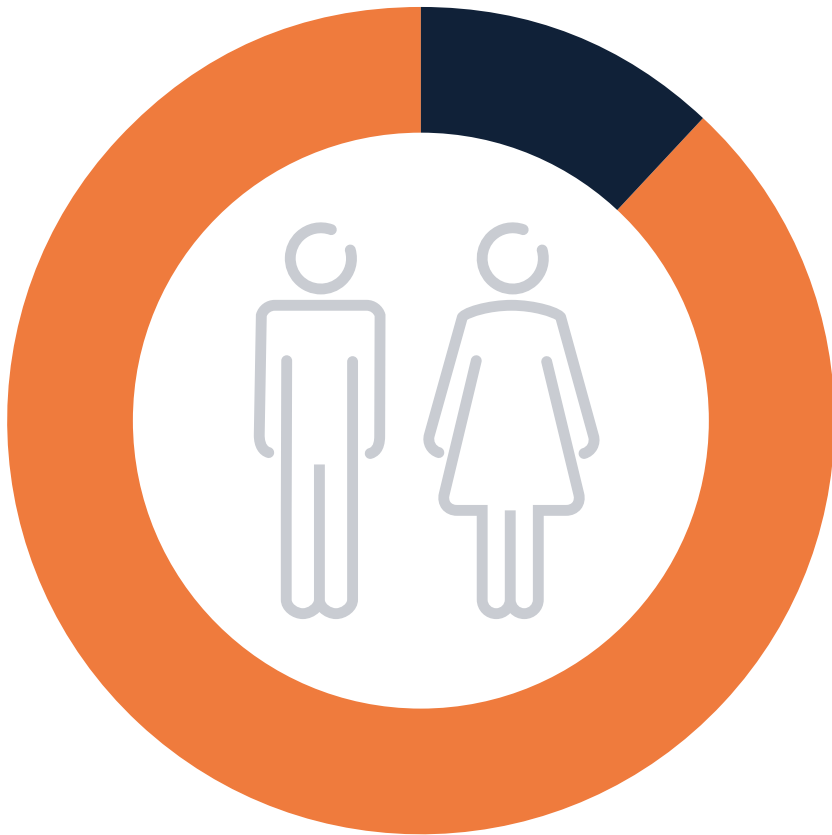
Including intra and extra export Europe

Country	2020 TOTAL EXPORTS
France	13,095.4
Germany	6,967.9
Italy	4,105.0
Poland	3,715.0
Spain	3,326.6
Netherlands	2,850.3
Belgium	2,450.2
Switzerland	1,853.5
Czech Republic	1,645.5
Denmark	589.8
Sweden	507.1
Hungary	415.9
Austria	415.6
Ireland	412.5
Slovakia	411.3
Romania	348.7
UK	310.8
Lithuania	280.6
Greece	265.7
Slovenia	233.8
Croatia	208.7
Bulgaria	200.8
Portugal	147.2
Luxembourg	139.5
Latvia	107.1
Estonia	101.4
Finland	70.4
Norway	58.3
Cyprus	12.3
Malta	4.5
<b>Europe</b>	<b>45,251.6 mn euro</b>





# EMPLOYMENT: DIRECT AND INDIRECT EMPLOYEES 2020



**229,382**

Direct Employees

**1,688,348**

Indirect Employees





## EMPLOYMENT OVERVIEW

**In 2020, the European cosmetics industry employed over 1 917 000 people including 32 000 scientists. There were 682 000 life science students in Europe.**



# EUROPEAN COSMETICS MARKET 2018-2020

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

Country	National Currencies	2018		2019		2020		2020/19	
		billion		billion		billion		+/- %	
		RSP	MSP	RSP	MSP	RSP	MSP	RSP	MSP
Austria	€	1.476	0.920	1.511	0.942	1.497	0.934	-0.9	-0.8
Belgium/Luxembourg	€	2.043	1.037	2.077	1.053	1.969	1.004	-5.2	-4.7
Bulgaria	BGN	0.832	0.539	0.876	0.567	0.861	0.558	-1.6	-1.6
Croatia	HRK	2.859	1.616	3.018	1.706	2.877	1.626	-4.7	-4.6
Czech Republic	CZK	19.348	12.093	19.367	12.104	19.516	12.198	0.8	0.8
Denmark	DKK	7.281	3.778	7.564	3.945	7.089	3.701	-6.3	-6.2
Estonia	€	0.139	0.077	0.144	0.080	0.140	0.078	-2.7	-2.6
Finland	€	0.997	0.499	0.993	0.497	0.983	0.492	-1.0	-1.0
France	€	12.060	7.282	12.000	7.244	11.461	6.959	-4.5	-3.9
Germany	€	13.804	8.906	14.046	9.062	14.036	9.056	-0.1	-0.1
Greece	€	0.865	0.648	0.890	0.666	0.810	0.607	-9.0	-8.9
Hungary	HUF	258.645	153.111	277.517	164.229	264.130	156.819	-4.8	-4.5
Ireland	€	0.857	0.515	0.878	0.527	0.840	0.507	-4.3	-3.8
Italy	€	10.601	6.612	10.817	6.696	9.745	6.200	-9.9	-7.4
Latvia	€	0.169	0.088	0.177	0.092	0.165	0.086	-7.2	-7.1
Lithuania	€	0.256	0.132	0.268	0.138	0.271	0.140	1.3	1.8
Netherlands	€	2.754	1.539	2.795	1.563	2.738	1.536	-2.0	-1.7
Poland	PLN	16.588	10.874	17.537	11.491	16.825	11.062	-4.1	-3.7
Portugal	€	1.463	0.907	1.506	0.934	1.419	0.883	-5.7	-5.5
Romania	RON	6.700	3.858	7.228	4.160	7.085	4.087	-2.0	-1.8
Slovakia	€	0.614	0.362	0.638	0.376	0.622	0.367	-2.5	-2.4
Slovenia	€	0.181	0.103	0.184	0.104	0.172	0.098	-6.1	-5.9
Spain	€	6.958	4.358	7.134	4.471	6.430	4.028	-9.9	-9.9
Sweden	SEK	21.243	11.905	21.904	12.262	21.033	11.823	-4.0	-3.6
Norway	NOK	12.404	7.336	12.812	7.548	13.812	8.103	7.8	7.3
United Kingdom	GBP	9.564	5.313	9.290	5.161	8.712	4.840	-6.2	-6.2
Switzerland	CHF	2.204	1.493	2.181	1.478	1.990	1.349	-8.8	-8.7

\* Professional hair care included

Source: Cosmetics Europe & Euromonitor International

# EUROPEAN COSMETICS MARKET 2018-2020

Market volume by country euro / RSP basis

Country	2018 billion euro	2019 billion euro	2020 billion euro	2020/19 +/- %	2020 % share
Germany	13.804	14.046	14.036	-0.07	18.3
France	12.060	12.000	11.461	-4.49	14.9
Italy	10.601	10.817	9.745	-9.91	12.7
Spain	6.958	7.134	6.430	-9.87	8.4
Netherlands	2.754	2.795	2.738	-2.04	3.6
Poland	3.892	4.080	3.786	-7.21	4.9
Belgium/Luxembourg	2.043	2.077	1.969	-5.22	2.6
Sweden	2.071	2.069	2.003	-3.21	2.6
Portugal	1.463	1.506	1.419	-5.73	1.9
Austria	1.476	1.511	1.497	-0.90	2.0
Denmark	0.976	1.013	0.953	-5.94	1.2
Greece	0.865	0.890	0.810	-8.99	1.1
Finland	0.997	0.993	0.983	-1.04	1.3
Romania	1.440	1.524	1.465	-3.86	1.9
Czech Republic	0.734	0.734	0.738	0.52	1.0
Hungary	0.811	0.853	0.752	-11.77	1.0
Ireland	0.857	0.878	0.840	-4.25	1.1
Slovakia	0.614	0.638	0.622	-2.45	0.8
Croatia	0.386	0.407	0.382	-6.24	0.5
Bulgaria	0.425	0.448	0.440	-1.64	0.6
Lithuania	0.074	0.268	0.271	1.28	0.4
Slovenia	0.181	0.184	0.172	-6.12	0.2
Latvia	0.169	0.177	0.165	-7.23	0.2
Estonia	0.139	0.144	0.140	-2.67	0.2
<b>EU-27 (excl. Malta/Cyprus)</b>	-	-	<b>63.818</b>	-	<b>83.2</b>
United Kingdom	10.807	10.591	9.801	-7.46	12.8
<b>EU-28 (excl. Malta/Cyprus, incl. UK)</b>	<b>76.594</b>	<b>77.776</b>	-	-	-
Switzerland	1.914	1.964	1.809	-7.89	2.4
Norway	1.292	1.301	1.287	-1.07	1.7
<b>Europe</b>	<b>79.799</b>	<b>81.041</b>	<b>76.715</b>	<b>-5.3</b>	<b>100.0</b>

Source: Cosmetics Europe & Euromonitor International

# EUROPEAN COSMETICS MARKET 2018-2020

Market volume by country euro / MSP basis

Country	2018 billion euro	2019 billion euro	2020 billion euro	2020/19 +/- %	2020 % share
Germany	8.906	9.062	9.056	-0.07	19.4
France	7.282	7.244	6.959	-3.94	14.9
Italy	6.612	6.696	6.200	-7.42	13.3
Spain	4.358	4.471	4.028	-9.91	8.6
Poland	2.551	2.673	2.489	-6.90	5.3
Netherlands	1.539	1.563	1.536	-1.71	3.3
Belgium/Luxembourg	1.037	1.053	1.004	-4.72	2.1
Sweden	1.160	1.158	1.126	-2.81	2.4
Portugal	0.907	0.934	0.883	-5.47	1.9
Austria	0.920	0.942	0.934	-0.84	2.0
Greece	0.648	0.666	0.607	-8.88	1.3
Denmark	0.506	0.528	0.497	-5.84	1.1
Romania	0.829	0.877	0.845	-3.63	1.8
Czech Republic	0.459	0.459	0.461	0.52	1.0
Finland	0.499	0.497	0.492	-1.04	1.1
Ireland	0.515	0.527	0.507	-3.76	1.1
Hungary	0.480	0.505	0.447	-11.48	1.0
Slovakia	0.362	0.376	0.367	-2.45	0.8
Croatia	0.218	0.230	0.216	-6.20	0.5
Bulgaria	0.276	0.290	0.285	-1.57	0.6
Lithuania	0.038	0.138	0.140	1.82	0.3
Slovenia	0.103	0.104	0.098	-5.94	0.2
Latvia	0.088	0.092	0.086	-7.07	0.2
Estonia	0.077	0.080	0.078	-2.62	0.2
<b>EU-27 (excl. Malta/Cyprus)</b>	-	-	<b>39.339</b>	-	<b>84.1</b>
United Kingdom	6.004	5.884	5.445	-7.46	11.6
<b>EU-28 (excluding Malta/Cyprus. Including UK)</b>	<b>46.373</b>	<b>47.050</b>	-	-	-
Switzerland	1.296	1.331	1.226	-7.86	2.6
Norway	0.764	0.766	0.755	-1.48	1.6
<b>Europe</b>	<b>48.434</b>	<b>49.146</b>	<b>46.765</b>	<b>-4.8</b>	<b>100.0</b>

Source: Cosmetics Europe & Euromonitor International

# EUROPEAN COSMETICS MARKET 2020

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

Country	Fragrances / Perfumes	Decorative Cosmetics	Skin Care	Hair Care	Toiletries	TOTAL
Germany	1.420	1.580	3.250	3.300	4.486	<b>14.036</b>
France	1.797	1.093	3.632	1.626	3.313	<b>11.461</b>
Italy	1.111	1.651	3.313	1.683	1.986	<b>9.745</b>
Spain	1.097	0.464	1.777	1.203	1.890	<b>6.430</b>
Netherlands	0.431	0.347	0.584	0.531	0.845	<b>2.738</b>
Poland	0.394	0.461	1.032	0.768	1.130	<b>3.786</b>
Belgium/Luxembourg	0.404	0.261	0.571	0.273	0.459	<b>1.969</b>
Sweden	0.171	0.478	0.568	0.346	0.439	<b>2.003</b>
Greece	0.072	0.059	0.276	0.206	0.196	<b>0.810</b>
Austria	0.194	0.235	0.412	0.277	0.380	<b>1.497</b>
Portugal	0.192	0.100	0.440	0.243	0.445	<b>1.419</b>
Denmark	0.124	0.127	0.270	0.236	0.196	<b>0.953</b>
Romania	0.272	0.194	0.347	0.241	0.411	<b>1.465</b>
Czech Republic	0.094	0.099	0.200	0.166	0.178	<b>0.738</b>
Finland	0.032	0.122	0.267	0.304	0.258	<b>0.983</b>
Hungary	0.091	0.082	0.157	0.120	0.303	<b>0.753</b>
Ireland	0.114	0.107	0.205	0.171	0.244	<b>0.840</b>
Slovakia	0.085	0.085	0.157	0.115	0.180	<b>0.622</b>
Bulgaria	0.053	0.058	0.104	0.090	0.136	<b>0.440</b>
Croatia	0.045	0.051	0.130	0.051	0.105	<b>0.382</b>
Lithuania	0.053	0.045	0.068	0.044	0.062	<b>0.271</b>
Slovenia	0.019	0.019	0.059	0.032	0.044	<b>0.172</b>
Latvia	0.033	0.019	0.044	0.034	0.035	<b>0.165</b>
Estonia	0.025	0.017	0.034	0.028	0.036	<b>0.140</b>
<b>EU (excluding Malta/Cyprus)</b>	<b>8.322</b>	<b>7.753</b>	<b>17.899</b>	<b>12.088</b>	<b>17.756</b>	<b>63.818</b>
United Kingdom	1.797	1.175	2.495	1.447	2.887	<b>9.801</b>
Switzerland	0.273	0.217	0.595	0.350	0.376	<b>1.809</b>
Norway	0.103	0.248	0.458	0.257	0.221	<b>1.287</b>
<b>Europe</b>	<b>10.494</b>	<b>9.392</b>	<b>21.447</b>	<b>14.142</b>	<b>21.240</b>	<b>76.715</b>

# EUROPEAN COSMETICS MARKET 2020

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

Country	Fragrances / Perfumes	Decorative Cosmetics	Skin Care	Hair Care	Toiletries	TOTAL
Germany	0.916	1.019	2.097	2.129	2.894	<b>9.055</b>
France	1.018	0.659	2.161	1.018	2.102	<b>6.958</b>
Italy	0.674	1.038	2.045	1.186	1.257	<b>6.200</b>
Spain	0.691	0.293	1.116	0.744	1.184	<b>4.028</b>
Netherlands	0.217	0.171	0.334	0.343	0.472	<b>1.536</b>
Poland	0.218	0.308	0.693	0.506	0.764	<b>2.489</b>
Belgium/Luxembourg	0.184	0.132	0.288	0.149	0.251	<b>1.004</b>
Greece	0.048	0.044	0.197	0.147	0.170	<b>0.607</b>
Sweden	0.086	0.262	0.310	0.200	0.267	<b>1.126</b>
Austria	0.111	0.151	0.261	0.172	0.239	<b>0.934</b>
Portugal	0.114	0.063	0.271	0.154	0.281	<b>0.883</b>
Denmark	0.062	0.066	0.140	0.123	0.106	<b>0.497</b>
Romania	0.148	0.113	0.198	0.142	0.245	<b>0.845</b>
Czech Republic	0.059	0.062	0.125	0.104	0.112	<b>0.461</b>
Finland	0.016	0.061	0.133	0.152	0.129	<b>0.492</b>
Hungary	0.052	0.046	0.088	0.074	0.187	<b>0.447</b>
Ireland	0.059	0.064	0.125	0.106	0.154	<b>0.507</b>
Slovakia	0.050	0.050	0.093	0.068	0.107	<b>0.367</b>
Bulgaria	0.034	0.037	0.067	0.059	0.089	<b>0.286</b>
Croatia	0.024	0.029	0.073	0.029	0.061	<b>0.216</b>
Lithuania	0.024	0.022	0.032	0.025	0.036	<b>0.140</b>
Slovenia	0.009	0.011	0.033	0.019	0.026	<b>0.098</b>
Latvia	0.016	0.010	0.023	0.018	0.018	<b>0.085</b>
Estonia	0.012	0.009	0.019	0.017	0.021	<b>0.078</b>
<b>EU (excluding Malta/Cyprus)</b>	<b>4.842</b>	<b>4.720</b>	<b>10.924</b>	<b>7.681</b>	<b>11.172</b>	<b>39.339</b>
United Kingdom	0.998	0.653	1.386	0.804	1.604	<b>5.445</b>
Switzerland	0.176	0.149	0.408	0.238	0.255	<b>1.226</b>
Norway	0.055	0.146	0.264	0.152	0.138	<b>0.755</b>
<b>Europe</b>	<b>6.071</b>	<b>5.668</b>	<b>12.982</b>	<b>8.874</b>	<b>13.170</b>	<b>46.765</b>

Source: Cosmetics Europe & Euromonitor International

# EUROPEAN COSMETICS MARKET 2020

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

Country	Fragrances / Perfumes	Decorative Cosmetics	Skin Care	Hair Care	Toiletries	TOTAL
Germany	10.1	11.3	23.2	23.5	32.0	100.0
France	15.7	9.5	31.7	14.2	28.9	100.0
Italy	11.4	16.9	34.0	17.3	20.4	100.0
Spain	17.1	7.2	27.6	18.7	29.4	100.0
Netherlands	15.7	12.7	21.3	19.4	30.9	100.0
Poland	10.4	12.2	27.3	20.3	29.9	100.0
Belgium/Luxembourg	20.5	13.3	29.0	13.9	23.3	100.0
Sweden	8.5	23.9	28.4	17.3	21.9	100.0
Greece	8.9	7.3	34.2	25.4	24.2	100.0
Austria	13.0	15.7	27.5	18.5	25.4	100.0
Portugal	13.5	7.0	31.0	17.1	31.3	100.0
Denmark	13.0	13.3	28.4	24.7	20.6	100.0
Romania	18.5	13.2	23.7	16.4	28.1	100.0
Czech Republic	12.8	13.4	27.1	22.5	24.2	100.0
Finland	3.3	12.4	27.1	31.0	26.3	100.0
Hungary	12.1	10.9	20.9	16.0	40.2	100.0
Ireland	13.5	12.7	24.4	20.3	29.0	100.0
Slovakia	13.7	13.6	25.3	18.5	28.9	100.0
Bulgaria	12.0	13.2	23.5	20.4	30.9	100.0
Lithuania	19.5	16.6	25.0	16.1	22.8	100.0
Croatia	11.8	13.2	34.1	13.3	27.6	100.0
Slovenia	10.8	11.2	34.0	18.5	25.4	100.0
Latvia	19.8	11.8	27.0	20.4	21.0	100.0
Estonia	18.1	11.8	24.2	20.3	25.5	100.0
<b>EU (excluding Malta/Cyprus)</b>	<b>13.0</b>	<b>12.1</b>	<b>28.0</b>	<b>18.9</b>	<b>27.8</b>	<b>100.0</b>
United Kingdom	18.3	12.0	25.5	14.8	29.5	100.0
Switzerland	15.1	12.0	32.9	19.3	20.8	100.0
Norway	8.0	19.3	35.6	20.0	17.1	100.0
<b>Europe</b>	<b>13.7</b>	<b>12.2</b>	<b>28.0</b>	<b>18.4</b>	<b>27.7</b>	<b>100.0</b>

Source: Cosmetics Europe & Euromonitor International

# EUROPEAN COSMETICS MARKET 2020

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

Country	Fragrances / Perfumes	Decorative Cosmetics	Skin Care	Hair Care	Toiletries	TOTAL
Germany	10.1	11.3	23.2	23.5	32.0	100.0
France	14.6	9.5	31.1	14.6	30.2	100.0
Italy	10.9	16.7	33.0	19.1	20.3	100.0
Spain	17.2	7.3	27.7	18.5	29.4	100.0
Netherlands	14.1	11.1	21.7	22.3	30.7	100.0
Poland	8.8	12.4	27.9	20.3	30.7	100.0
Belgium/Luxembourg	18.3	13.2	28.7	14.8	25.0	100.0
Sweden	7.6	23.3	27.5	17.8	23.8	100.0
Greece	7.9	7.3	32.5	24.2	28.1	100.0
Austria	11.9	16.1	28.0	18.4	25.5	100.0
Portugal	12.9	7.1	30.7	17.5	31.9	100.0
Denmark	12.5	13.4	28.1	24.7	21.3	100.0
Romania	17.5	13.4	23.4	16.8	28.9	100.0
Czech Republic	12.8	13.4	27.2	22.5	24.2	100.0
Finland	3.3	12.4	27.1	31.0	26.3	100.0
Hungary	11.6	10.3	19.7	16.5	41.8	100.0
Ireland	11.6	12.6	24.6	20.8	30.3	100.0
Slovakia	13.5	13.7	25.3	18.4	29.0	100.0
Bulgaria	11.8	13.1	23.4	20.5	31.2	100.0
Lithuania	17.4	15.5	23.1	18.2	25.9	100.0
Croatia	11.3	13.2	33.6	13.6	28.3	100.0
Slovenia	9.6	11.2	33.8	19.0	26.3	100.0
Latvia	18.8	12.1	27.2	20.6	21.2	100.0
Estonia	15.3	12.0	24.2	21.3	27.1	99.9
<b>EU (excluding Malta/Cyprus)</b>	<b>12.3</b>	<b>12.0</b>	<b>27.8</b>	<b>19.5</b>	<b>28.4</b>	<b>100.0</b>
United Kingdom	18.3	12.0	25.5	14.8	29.5	100.0
Switzerland	14.3	12.2	33.2	19.4	20.8	100.0
Norway	7.3	19.4	35.0	20.1	18.3	100.0
<b>Europe</b>	<b>13.0</b>	<b>12.1</b>	<b>27.8</b>	<b>19.0</b>	<b>28.2</b>	<b>100.0</b>

Source: Cosmetics Europe & Euromonitor International



# EUROPEAN COSMETICS MARKET 2020

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

Country	Fragrances / Perfumes	Decorative Cosmetics	Skin Care	Hair Care	Toiletries	TOTAL
Germany	13.5	16.8	15.2	23.3	21.1	18.3
France	17.1	11.6	16.9	11.5	15.6	14.9
Italy	10.6	17.6	15.4	11.9	9.3	12.7
Spain	10.5	4.9	8.3	8.5	8.9	8.4
Netherlands	4.1	3.7	2.7	3.8	4.0	3.6
Poland	3.8	4.9	4.8	5.4	5.3	4.9
Belgium/Luxembourg	3.9	2.8	2.7	1.9	2.2	2.6
Sweden	1.6	5.1	2.6	2.4	2.1	2.6
Greece	0.7	0.6	1.3	1.5	0.9	1.1
Austria	1.8	2.5	1.9	2.0	1.8	2.0
Portugal	1.8	1.1	2.1	1.7	2.1	1.9
Denmark	1.2	1.4	1.3	1.7	0.9	1.2
Romania	2.6	2.1	1.6	1.7	1.9	1.9
Czech Republic	0.9	1.1	0.9	1.2	0.8	1.0
Finland	0.3	1.3	1.2	2.2	1.2	1.3
Hungary	0.9	0.9	0.7	0.9	1.4	1.0
Ireland	1.1	1.1	1.0	1.2	1.1	1.1
Slovakia	0.8	0.9	0.7	0.8	0.8	0.8
Bulgaria	0.5	0.6	0.5	0.6	0.6	0.6
Lithuania	0.5	0.5	0.3	0.3	0.3	0.4
Croatia	0.4	0.5	0.6	0.4	0.5	0.5
Slovenia	0.2	0.2	0.3	0.2	0.2	0.2
Latvia	0.3	0.2	0.2	0.2	0.2	0.2
Estonia	0.2	0.2	0.2	0.2	0.2	0.2
<b>EU (excluding Malta/Cyprus)</b>	<b>79.3</b>	<b>82.5</b>	<b>83.5</b>	<b>85.5</b>	<b>83.6</b>	<b>83.4</b>
United Kingdom	17.1	12.5	11.6	10.2	13.6	12.8
Switzerland	2.6	2.3	2.8	2.5	1.8	2.4
Norway	1.0	2.6	2.1	1.8	1.0	1.7
<b>Europe</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Source: Cosmetics Europe & Euromonitor International

# EUROPEAN COSMETICS MARKET 2020

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

Country	Fragrances / Perfumes	Decorative Cosmetics	Skin Care	Hair Care	Toiletries	TOTAL
Germany	15.1	18.0	16.2	24.0	22.0	<b>19.4</b>
France	16.8	11.6	16.6	11.5	16.0	<b>14.9</b>
Italy	11.1	18.3	15.8	13.4	9.5	<b>13.3</b>
Spain	11.4	5.2	8.6	8.4	9.0	<b>8.6</b>
Netherlands	3.6	3.0	2.6	3.9	3.6	<b>3.3</b>
Poland	3.6	5.4	5.3	5.7	5.8	<b>5.3</b>
Belgium/Luxembourg	3.0	2.3	2.2	1.7	1.9	<b>2.1</b>
Sweden	1.4	4.6	2.4	2.3	2.0	<b>2.4</b>
Greece	0.8	0.8	1.5	1.7	1.3	<b>1.3</b>
Austria	1.8	2.7	2.0	1.9	1.8	<b>2.0</b>
Portugal	1.9	1.1	2.1	1.7	2.1	<b>1.9</b>
Denmark	1.0	1.2	1.1	1.4	0.8	<b>1.1</b>
Romania	2.4	2.0	1.5	1.6	1.9	<b>1.8</b>
Czech Republic	1.0	1.1	1.0	1.2	0.8	<b>1.0</b>
Finland	0.3	1.1	1.0	1.7	1.0	<b>1.1</b>
Hungary	0.9	0.8	0.7	0.8	1.4	<b>1.0</b>
Ireland	1.0	1.1	1.0	1.2	1.2	<b>1.1</b>
Slovakia	0.8	0.9	0.7	0.8	0.8	<b>0.8</b>
Bulgaria	0.6	0.7	0.5	0.7	0.7	<b>0.6</b>
Lithuania	0.4	0.4	0.2	0.3	0.3	<b>0.3</b>
Croatia	0.4	0.5	0.6	0.3	0.5	<b>0.5</b>
Slovenia	0.2	0.2	0.3	0.2	0.2	<b>0.2</b>
Latvia	0.3	0.2	0.2	0.2	0.1	<b>0.2</b>
Estonia	0.2	0.2	0.1	0.2	0.2	<b>0.2</b>
<b>EU (excluding Malta/Cyprus)</b>	<b>79.8</b>	<b>83.3</b>	<b>84.1</b>	<b>86.6</b>	<b>84.8</b>	<b>84.1</b>
United Kingdom	16.4	11.5	10.7	9.1	12.2	<b>11.6</b>
Switzerland	2.9	2.6	3.1	2.7	1.9	<b>2.6</b>
Norway	0.9	2.6	2.0	1.7	1.0	<b>1.6</b>
<b>Europe</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Source: Cosmetics Europe & Euromonitor International

# EUROPEAN COSMETICS MARKET 2020

Changes in national markets by product category 2020/2019 (%) euro / RSP basis

Country	Fragrances / Perfumes	Decorative Cosmetics	Skin Care	Hair Care	Toiletries	TOTAL
Germany	-10.1	-12.7	-1.5	2.5	8.4	<b>-0.1</b>
France	-17.3	-24.6	-7.6	2.2	16.0	<b>-4.5</b>
Italy	-18.2	-21.8	-8.0	-7.5	3.3	<b>-9.9</b>
Spain	-21.6	-35.0	-12.5	-6.7	11.1	<b>-9.9</b>
Netherlands	-8.9	-16.0	0.2	-3.3	8.8	<b>-2.0</b>
Poland	-16.3	-12.0	-4.7	-3.7	5.6	<b>-4.1</b>
Belgium/Luxembourg	-15.7	-17.5	-1.0	-0.6	6.9	<b>-5.2</b>
Sweden	-4.0	-15.0	-3.2	-5.3	12.1	<b>-4.0</b>
Greece	-10.0	-33.0	-6.5	-6.0	-5.0	<b>-9.0</b>
Austria	-5.8	-7.4	0.0	-0.8	5.4	<b>-0.9</b>
Portugal	-23.5	-11.1	-7.1	-0.6	4.8	<b>-5.7</b>
Denmark	-4.0	-12.1	-14.2	-4.0	9.4	<b>-5.9</b>
Romania	-8.5	-17.9	1.9	0.7	7.6	<b>-2.0</b>
Czech Republic	0.5	-12.3	18.9	-1.6	-5.3	<b>0.8</b>
Finland	-7.7	-21.9	-1.5	-3.4	19.1	<b>-1.0</b>
Hungary	-16.6	-15.1	-6.7	-0.7	2.2	<b>-4.8</b>
Ireland	-13.7	-17.0	-3.6	0.3	4.2	<b>-4.3</b>
Slovakia	-11.0	-9.3	1.4	0.4	0.5	<b>-2.5</b>
Bulgaria	-17.8	-11.2	-1.5	-2.1	12.3	<b>-1.6</b>
Lithuania	-5.1	-6.7	1.5	1.9	14.2	<b>1.3</b>
Croatia	-5.7	-16.0	-0.8	-4.7	-2.6	<b>-4.7</b>
Slovenia	-13.0	-19.4	-5.4	-2.7	1.0	<b>-6.1</b>
Latvia	-15.7	-12.1	-4.7	-5.1	-0.4	<b>-7.2</b>
Estonia	-1.9	-12.4	-2.0	-3.9	2.5	<b>-2.7</b>
United Kingdom	-13.1	-24.9	-5.9	-3.2	8.0	<b>-6.2</b>
Switzerland	-14.0	-23.2	-4.4	-16.5	9.5	<b>-8.8</b>
Norway	43.0	-3.8	16.1	3.2	0.2	<b>7.8</b>
<b>Europe</b>	<b>-14.3</b>	<b>-19.5</b>	<b>-5.2</b>	<b>-2.3</b>	<b>8.5</b>	<b>-4.8</b>

# EUROPEAN COSMETICS MARKET 2020

Changes in national markets by product category 2020/2019 (%) euro / MSP basis

Country	Fragrances / Perfumes	Decorative Cosmetics	Skin Care	Hair Care	Toiletries	TOTAL
Germany	-10.1	-12.7	-1.5	2.5	8.4	-0.1
France	-17.2	-24.2	-7.4	2.1	15.8	-3.9
Italy	-18.8	-5.4	-6.4	-3.7	-7.2	-7.4
Spain	-21.6	-35.0	-12.5	-6.7	11.1	-9.9
Netherlands	-8.9	-16.0	0.2	-3.3	8.8	-1.7
Poland	-16.3	-11.9	-4.7	-3.7	5.6	-3.7
Belgium/Luxembourg	-15.7	-17.3	-1.1	-0.6	6.9	-4.7
Sweden	-4.0	-15.2	-3.2	-4.4	11.7	-3.6
Greece	-10.0	-33.0	-6.5	-6.0	-5.0	-8.9
Austria	-5.8	-7.4	0.0	-0.7	5.4	-0.8
Portugal	-23.3	-11.0	-7.1	-0.6	4.8	-5.5
Denmark	-3.9	-12.2	-14.2	-4.0	9.4	-5.9
Romania	-8.2	-17.7	2.0	0.8	7.6	-1.8
Czech Republic	0.5	-12.3	18.9	-1.6	-5.3	0.8
Finland	-7.7	-21.9	-1.5	-3.4	19.1	-1.0
Hungary	-16.5	-15.1	-6.6	-0.6	2.2	7.3
Ireland	-13.6	-16.3	-3.6	0.4	4.2	-3.8
Slovakia	-11.0	-9.3	1.4	0.4	0.5	-2.4
Bulgaria	-17.8	-11.1	-1.6	-2.2	12.3	-1.6
Lithuania	-5.2	-6.6	1.3	1.9	14.1	0.0
Croatia	-5.5	-16.0	-0.9	-4.4	-2.6	-4.6
Slovenia	-12.8	-19.4	-5.3	-2.6	1.0	-5.9
Latvia	-15.8	-12.1	-4.7	-4.9	-0.4	-7.1
Estonia	-1.9	-12.4	-2.1	-4.0	2.5	-2.6
United Kingdom	-13.1	-24.9	-5.9	-3.2	8.0	-6.2
Switzerland	-14.0	-23.2	-4.4	-16.5	9.5	-8.7
Norway	42.2	-3.9	15.7	3.5	0.2	7.3
<b>Europe</b>	<b>-14.5</b>	<b>-16.7</b>	<b>-4.9</b>	<b>-1.8</b>	<b>7.2</b>	<b>-4.3</b>

# EUROPEAN COSMETICS MARKET 2018-2020

Per capita consumption by country euro / RSP Basis

Country	2018	2019	2020
Sweden	200	204	194
Finland	181	180	178
Ireland	178	179	171
France	180	179	170
Germany	167	169	169
Austria	167	171	168
Denmark	169	175	165
Italy	175	181	163
Belgium/Luxembourg	170	172	162
Netherlands	160	162	157
Portugal	142	147	138
Spain	149	152	136
Slovakia	113	117	114
Estonia	105	109	106
Poland	98	104	100
Lithuania	91	96	97
Croatia	92	98	94
Latvia	87	92	86
Slovenia	87	88	82
Hungary	75	81	77
Romania	71	77	76
Greece	80	83	76
Czech Republic	69	69	69
Bulgaria	60	64	63
<b>Average EU-27</b> (excl. Malta/Cyprus)	-	-	<b>125</b>
United Kingdom	162	157	146
<b>Average EU-28</b> (excl. Malta/Cyprus, incl. UK)	<b>129</b>	<b>132</b>	-
Norway	218	224	240
Switzerland	232	229	208
<b>Europe</b>	<b>136</b>	<b>139</b>	<b>134</b>

# POPULATION 2018-2020 BY COUNTRY

in millions of inhabitants

Country	2018	2019	2020
Germany	82,792	83,019	83,167
France	67,026	67,178	67,320
Italy	60,484	59,817	59,641
Spain	46,733	47,007	47,431
Poland	37,977	37,973	37,958
Romania	19,533	19,414	19,329
Netherlands	17,181	17,282	17,408
Belgium/Luxembourg	12,001	12,069	12,149
Greece	10,741	10,725	10,719
Czech Republic	10,626	10,669	10,709
Portugal	10,291	10,276	10,296
Sweden	10,120	10,230	10,328
Hungary	9,778	9,773	9,770
Austria	8,822	8,859	8,887
Bulgaria	7,050	7,000	6,951
Denmark	5,781	5,806	5,823
Finland	5,518	5,525	5,541
Slovakia	5,443	5,450	5,458
Ireland	4,830	4,904	4,964
Croatia	4,105	4,076	4,058
Lithuania	2,809	2,794	2,794
Slovenia	2,067	2,081	2,096
Latvia	1,934	1,920	1,908
Estonia	1,319	1,325	1,329
<b>EU-27 (excl. Malta/Cyprus)</b>	-	-	<b>446,033</b>
United Kingdom	66,274	66,647	67,026
<b>EU-28 (excl. Malta/Cyprus, incl. UK)</b>	<b>511,238</b>	<b>511,820</b>	-
Switzerland	8,545	8,570	8,688
Norway	5,296	5,328	5,368
<b>Europe</b>	<b>525,079</b>	<b>525,719</b>	<b>527,114</b>

Source: European Commission - Directorate General for Economic and Financial Affairs

## GROSS DOMESTIC PRODUCT 2018-2020 BY COUNTRY

euro / billions

Country	2018 (extracted 07.05.21)	2019 (extracted 07.05.21)	2020 (extracted 07.05.21)
Germany	3,356.41	3,449.05	3,336.18
France	2,360.69	2,425.71	2,278.95
Italy	1,771.57	1,790.94	1,651.59
Spain	1,204.24	1,244.77	1,121.70
Netherlands	773.99	810.25	798.67
Poland	497.84	533.60	523.04
Belgium/Luxembourg	520.42	539.86	515.32
Sweden	470.67	474.55	472.26
Austria	385.36	397.58	375.56
Ireland	326.99	356.05	366.51
Denmark	302.36	312.75	311.73
Finland	233.70	240.26	237.47
Romania	204.50	223.00	218.17
Czechia	210.93	223.95	213.66
Portugal	205.18	213.95	202.47
Greece	179.73	183.41	165.83
Hungary	135.94	146.09	135.92
Slovakia	89.36	93.90	91.56
Bulgaria	56.11	61.24	60.64
Croatia	51.95	54.24	49.28
Lithuania	45.49	48.81	48.93
Slovenia	45.86	48.39	46.30
Latvia	29.14	30.42	29.33
Estonia	25.94	28.11	27.17
<b>EU-27 (excl. Malta/Cyprus)</b>	-	-	<b>13,278.23</b>
United Kingdom	2,420.90	2,526.62	2,375.01
<b>EU-28 (excl. Malta/Cyprus, incl. UK)</b>	<b>15,905.26</b>	<b>16,457.49</b>	-
Switzerland	623.04	653.47	655.98
Norway	370.29	362.24	317.88
<b>Europe</b>	<b>16,898.60</b>	<b>17,473.21</b>	<b>16,627.10</b>

## EXCHANGE RATES 2018-2020 BY COUNTRY

Country	National Currency	2018	2019	2020
		<i>for reference</i>		
Bulgaria	BGN	1.9558	1.9558	<b>1.9559</b>
Croatia	HRK	7.4118	7.4137	<b>7.5367</b>
Czech Republic	SIT	26.3705	26.3705	<b>26.4354</b>
Denmark	DKK	7.4600	7.4691	<b>7.4421</b>
Hungary	HUF	318.9507	325.3826	<b>351.0066</b>
Lithuania	LTL	3.4528	1.0000	<b>1.0000</b>
Norway	NOK	9.6001	9.8516	<b>10.7350</b>
Poland	PLN	4.2622	4.2983	<b>4.4441</b>
Romania	RON	4.6527	4.7442	<b>4.8366</b>
Sweden	SEK	10.2590	10.5873	<b>10.5029</b>
Switzerland	CHF	1.1517	1.1105	<b>1.1000</b>
United Kingdom	GBP	0.8849	0.8772	<b>0.8889</b>
Japan	YEN	1.3319	1.2203	<b>1.2168</b>
USA	US\$	1.1804	1.1195	<b>1.1396</b>



# COSMETICS EUROPE'S VISION AND MISSION

For more than 50 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, right across Europe.

Our experts have been 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 an operating environment conducive to long term growth and a sustainable and responsible future for our industry.

# We personally care

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