



MARKET PERFORMANCE

2021

European Cosmetic, Toiletry & Perfumery Data

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DISCLAIMER:

- Previous year data figures have been updated with latest information available;
- The 2021 exchange rate applied is of 31st December 2021.

EUROPEAN INDUSTRY MARKET SHARE VS GLOBAL PERSPECTIVE

Value comparison of Europe, and other major markets - USA, Japan, China, Brazil, South Korea and India in 2021

Retail Sales Prices (RSP) in bn euro



*EU-27, Norway, Switzerland & UK

Source: Cosmetics Europe & Euromonitor International

USA

80 bn euro

Europe

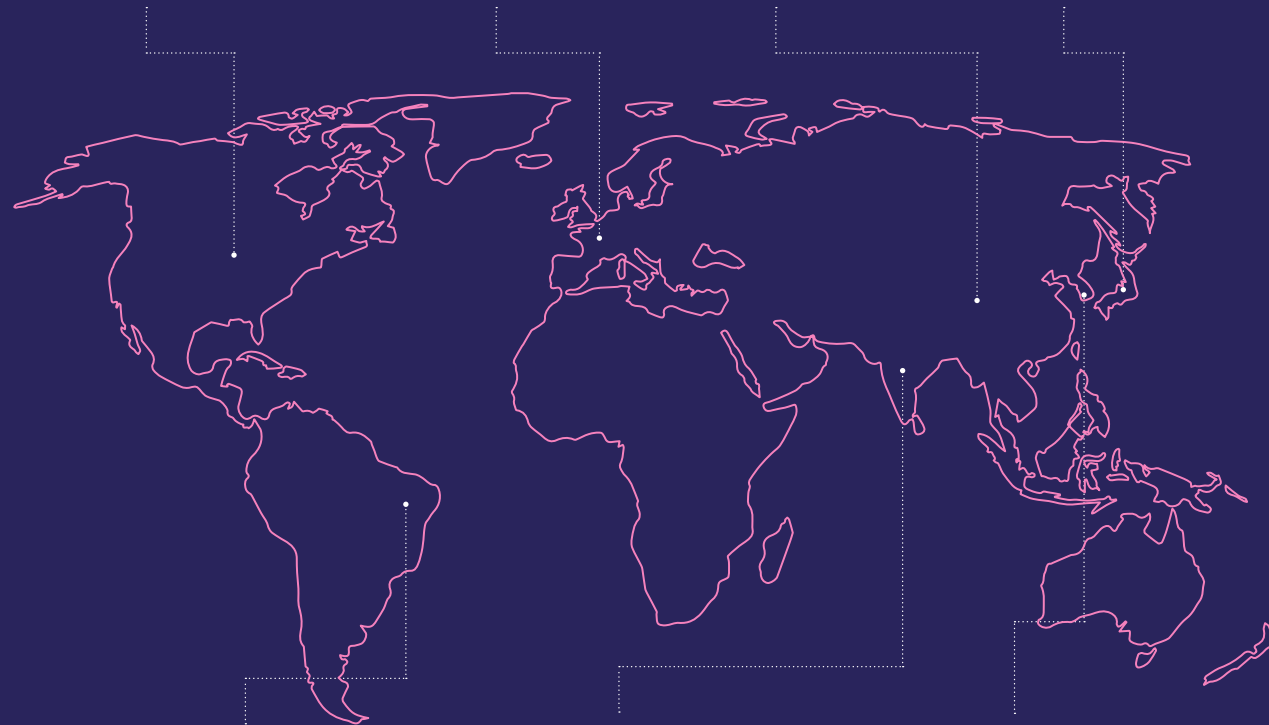
80 bn euro

China

70 bn euro

Japan

27 bn euro



Brazil

18 bn euro

India

12 bn euro

South Korea

11 bn euro

EXTRA IMPORT FROM USA, CHINA, CANADA & JAPAN (2021)

EURO / RSP BASIS

		USA	China	Canada	Japan
Austria	EUR mn	8.5	3.3	0.2	0.1
Belgium	EUR mn	185.1	69.3	35.9	15.5
Bulgaria	EUR mn	1.5	2.1	0.3	0.0
Croatia	EUR mn	2.3	5.2	0.3	0.1
Cyprus	EUR mn	2.7	1.7	0.2	0.1
Czech Republic	EUR mn	53.2	6.6	12.7	3.6
Denmark	EUR mn	25.6	20.5	0.4	0.8
Estonia	EUR mn	2.7	1.3	0.1	0.1
Finland	EUR mn	7.3	1.7	0.4	0.1
France	EUR mn	275.8	107.7	67.2	43.7
Germany	EUR mn	177.4	113.7	27.4	38.2
Greece	EUR mn	4.0	7.5	0.3	0.0
Hungary	EUR mn	5.6	13.5	0.2	0.0
Ireland	EUR mn	60.9	30.4	10.5	1.0
Italy	EUR mn	39.6	25.4	3.4	0.2
Latvia	EUR mn	1.1	4.1	0.1	0.1
Lithuania	EUR mn	3.1	1.9	0.2	0.1
Luxembourg	EUR mn	2.9	0.1	0.0	0.0
Malta	EUR mn	1.6	0.7	0.0	0.0
Netherlands	EUR mn	567.6	129.5	13.8	4.8
Poland	EUR mn	45.2	57.5	4.5	3.9
Portugal	EUR mn	0.8	0.5	0.0	0.0
Romania	EUR mn	5.6	13.7	0.5	0.0
Slovakia	EUR mn	0.7	0.8	0.4	0.1
Slovenia	EUR mn	3.5	6.9	0.1	0.1
Spain	EUR mn	49.7	65.3	6.9	2.9
Sweden	EUR mn	62.4	14.0	12.3	1.3
UK	EUR mn	533.7	397.2	59.5	17.7
Switzerland	EUR mn	71.8	34.2	10.0	9.4
Norway	EUR mn	94.2	12.4	6.2	5.1
Europe	EUR mn	2,295.9	1,148.9	273.6	149.1

USA

2.29 bn euro

China

1.15 bn euro

Canada

273.6 mn euro

Japan

149.1 mn euro

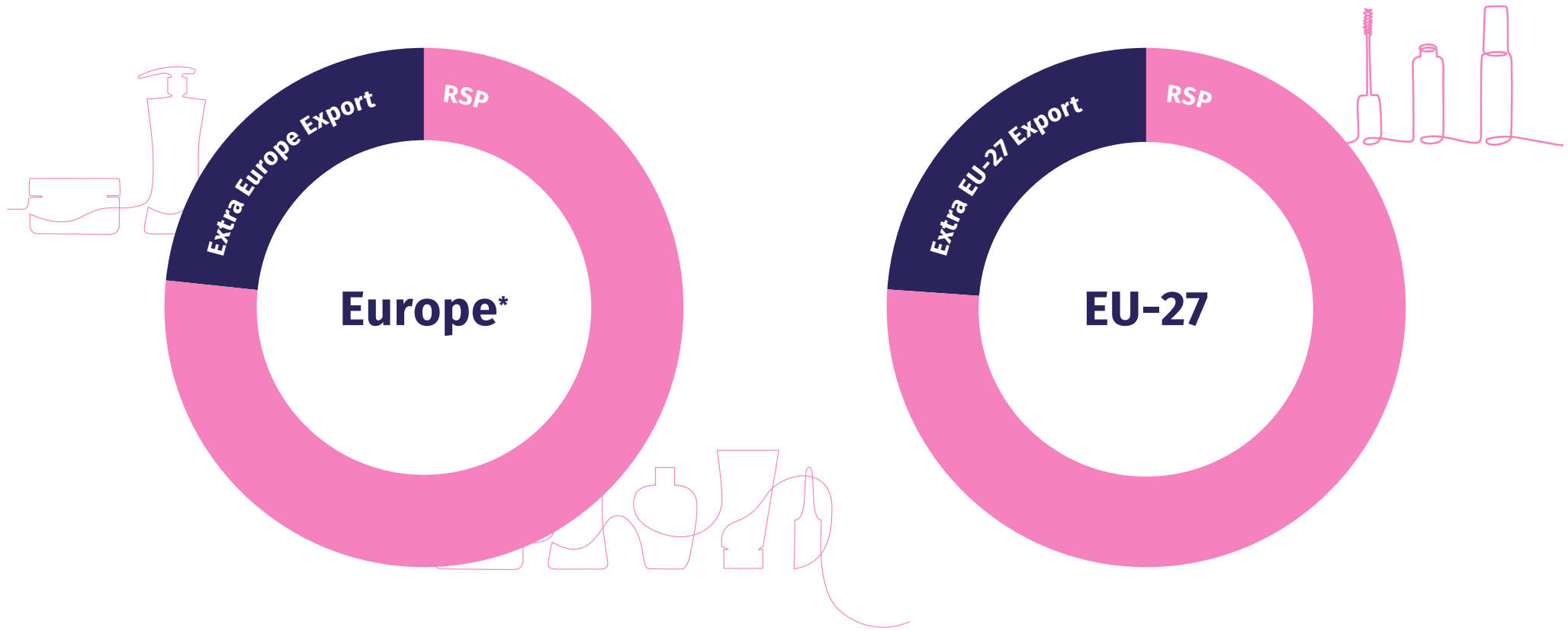
4 key import partners: 3.87 bn euro

Total import: 6.63 bn euro



EUROPEAN COSMETICS MARKET 2021

Total retail value of the cosmetics industry in Europe



● Extra Europe Export
24.21 bn euro

● RSP (Retail Sales Price)
80.03 bn euro

Total: 104.24 bn euro

● Extra EU-27 Export
21.83 bn euro

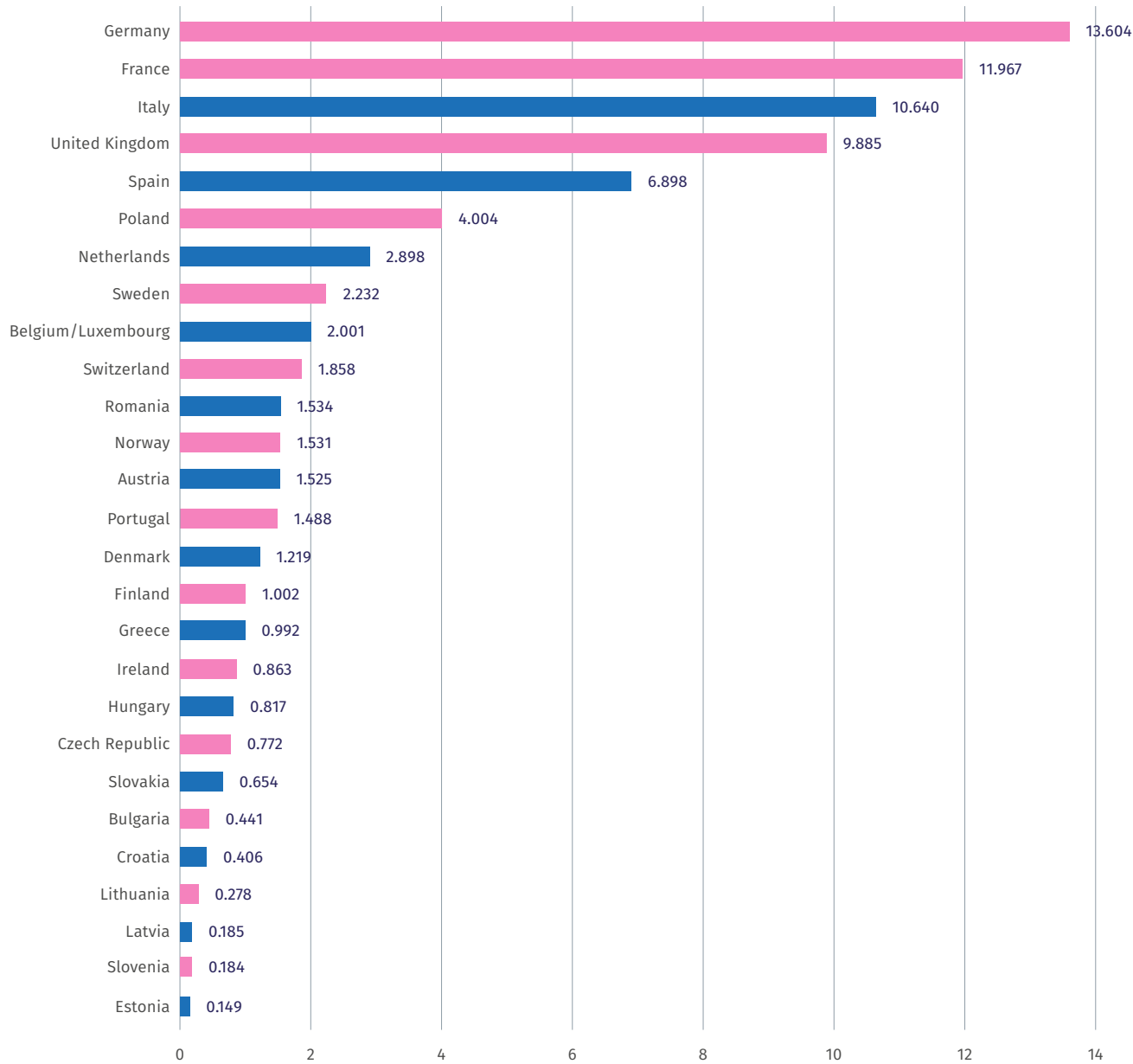
● RSP (Retail Sales Price)
70.49 bn euro

Total: 92.32 bn euro

*EU-27, Norway, Switzerland & UK

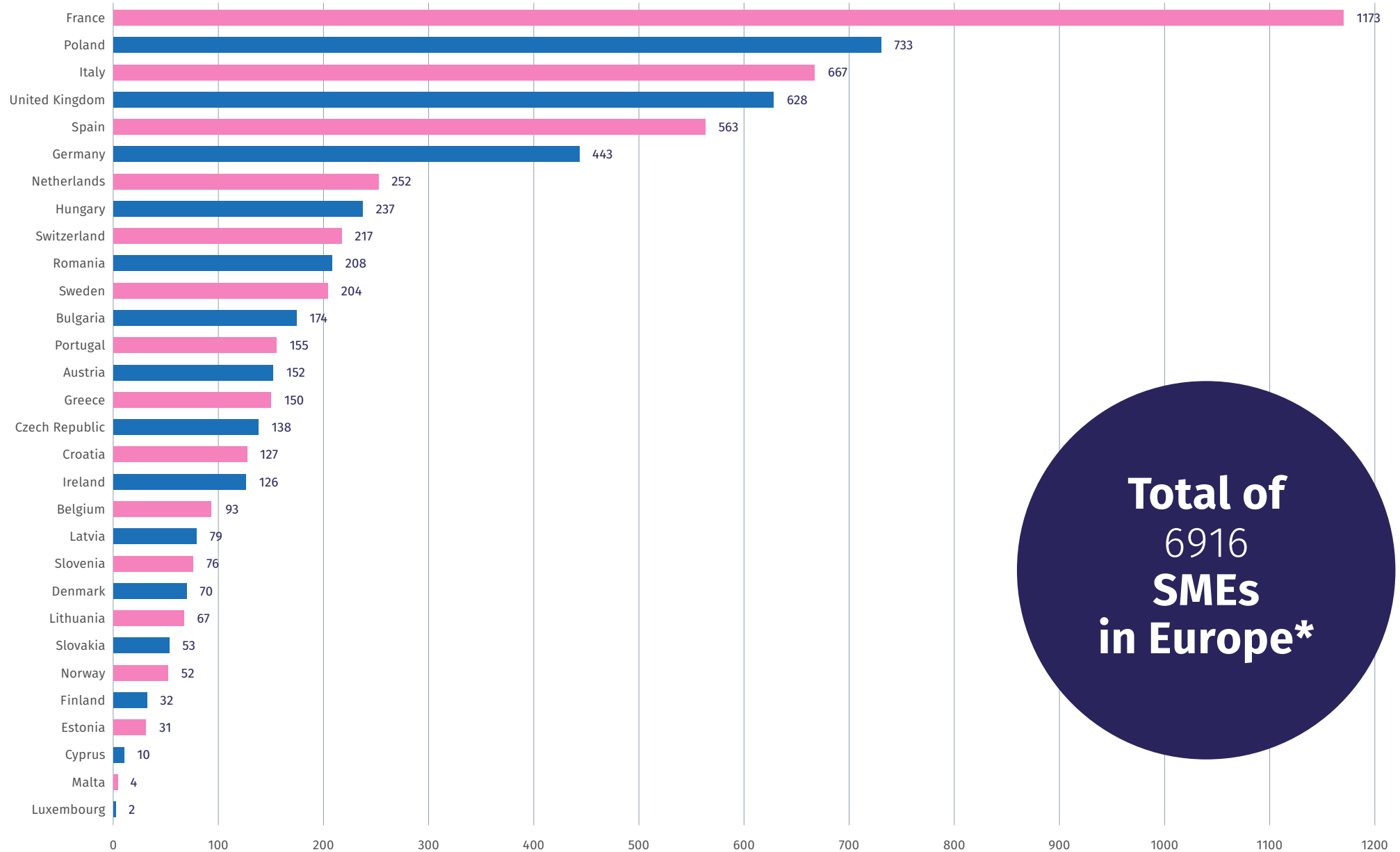
MARKET VOLUME BY COUNTRY IN 2021

Retail Sales Prices (RSP) in bn euro



Total
80 bn
euro

NUMBER OF SMES PER COUNTRY IN 2021



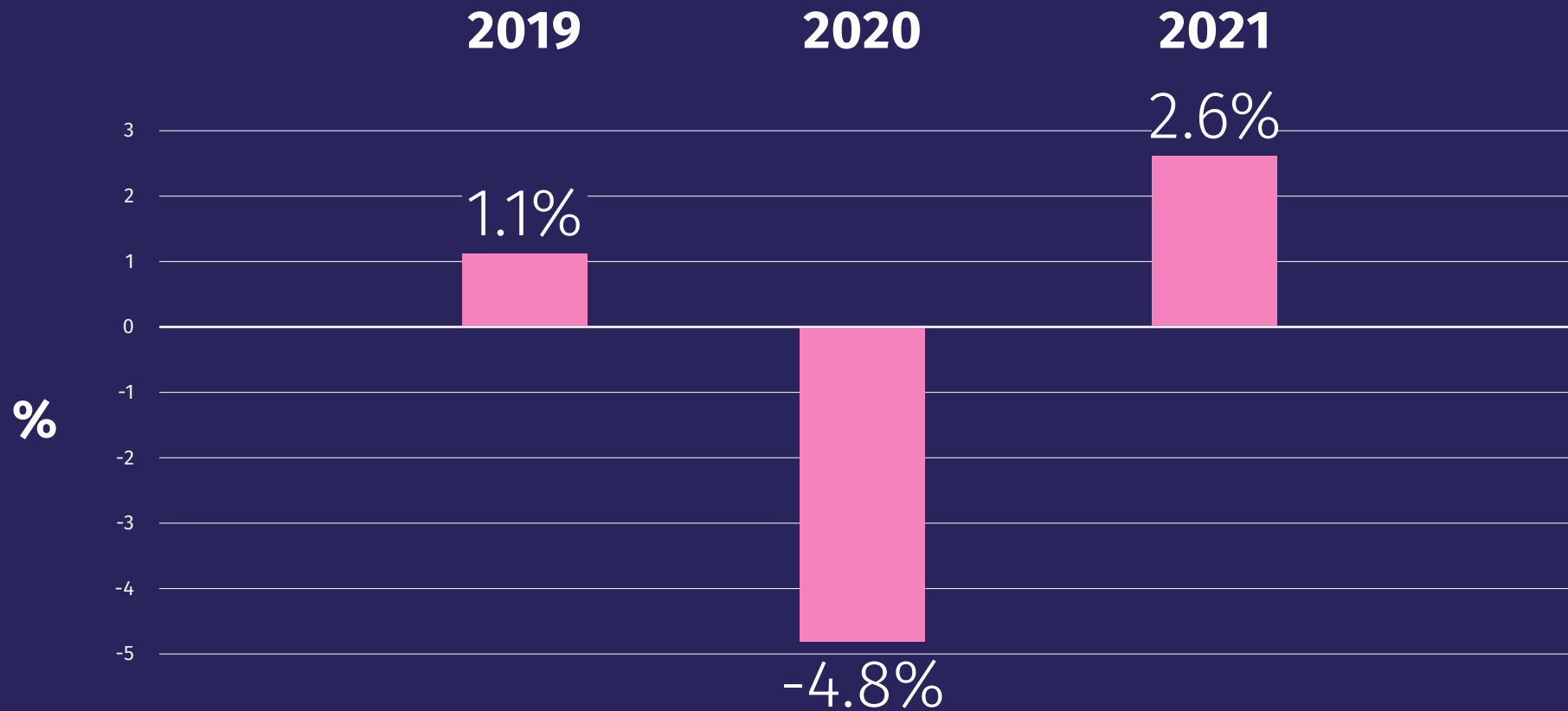
**Total of
6916
SMEs
in Europe***

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

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EUROPEAN COSMETICS MARKET ANNUAL GROWTH 2019-2021

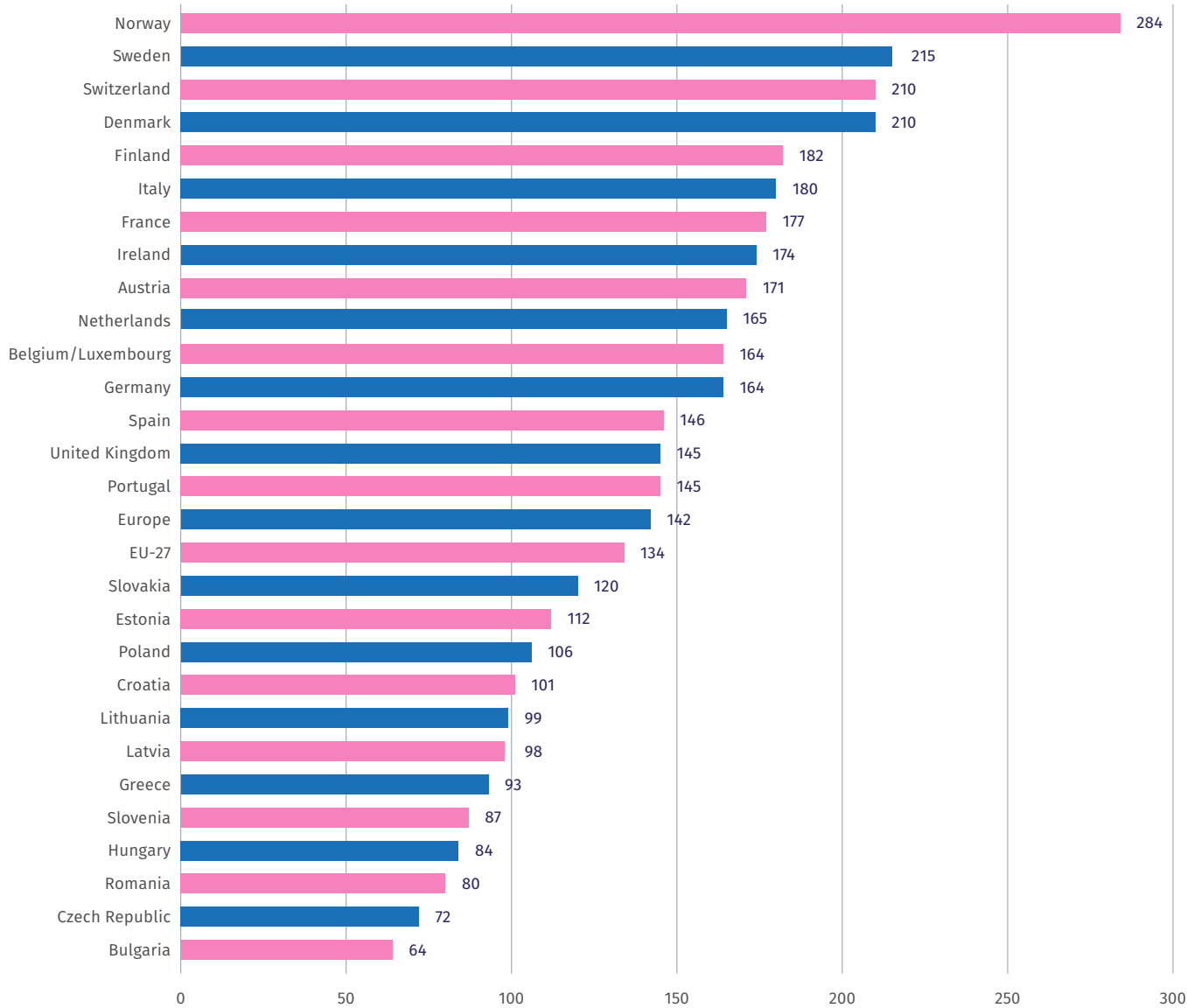
Retail Sales Prices (RSP) in bn euro and % growth



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

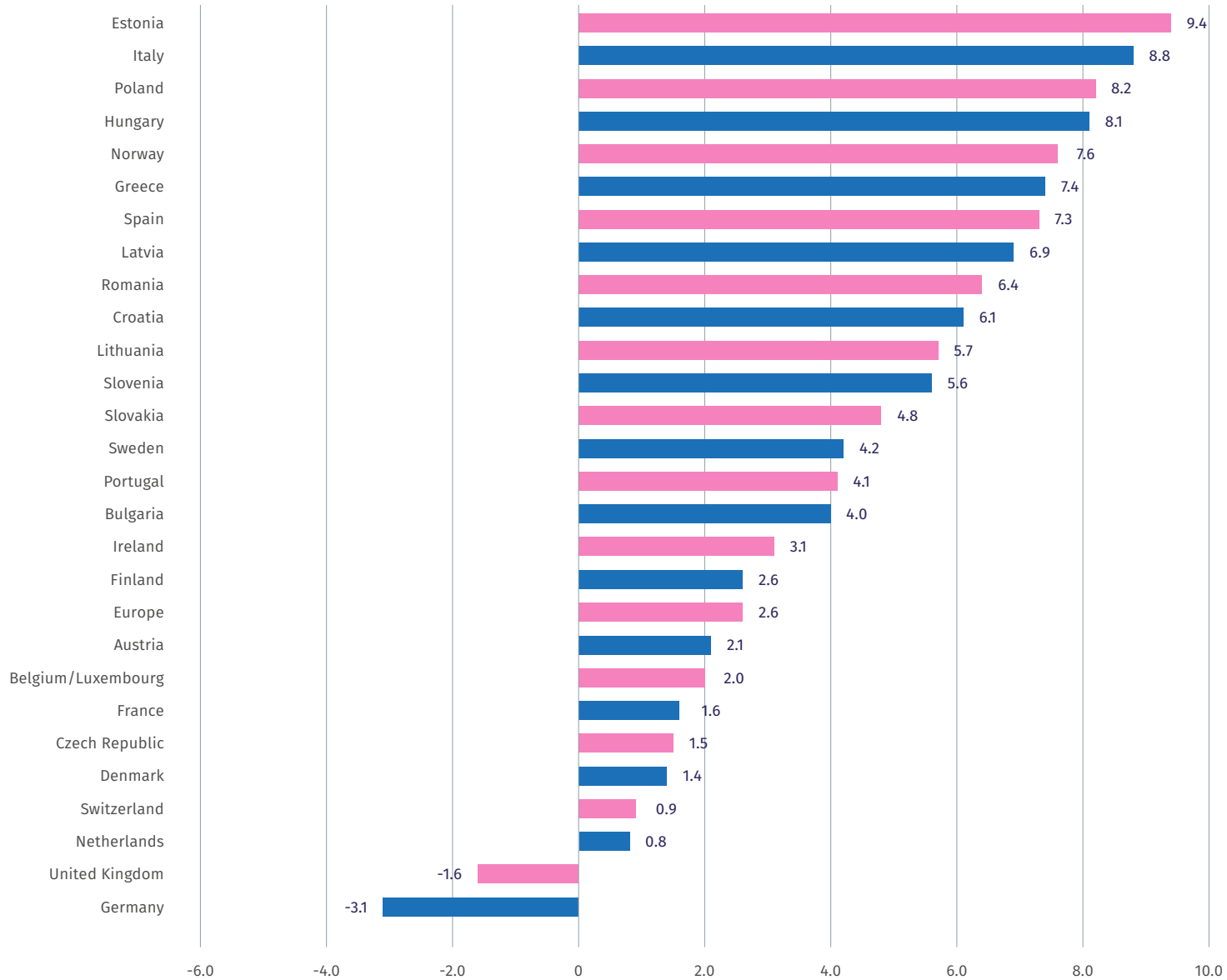
EUROPEAN COSMETICS MARKET 2021: PER CAPITA CONSUMPTION BY COUNTRY

EURO / RSP BASIS



EUROPEAN COSMETICS MARKET 2021: MARKET CHANGES 2020/2021 (%)

EURO / RSP BASIS



Source: Cosmetics Europe & Euromonitor International

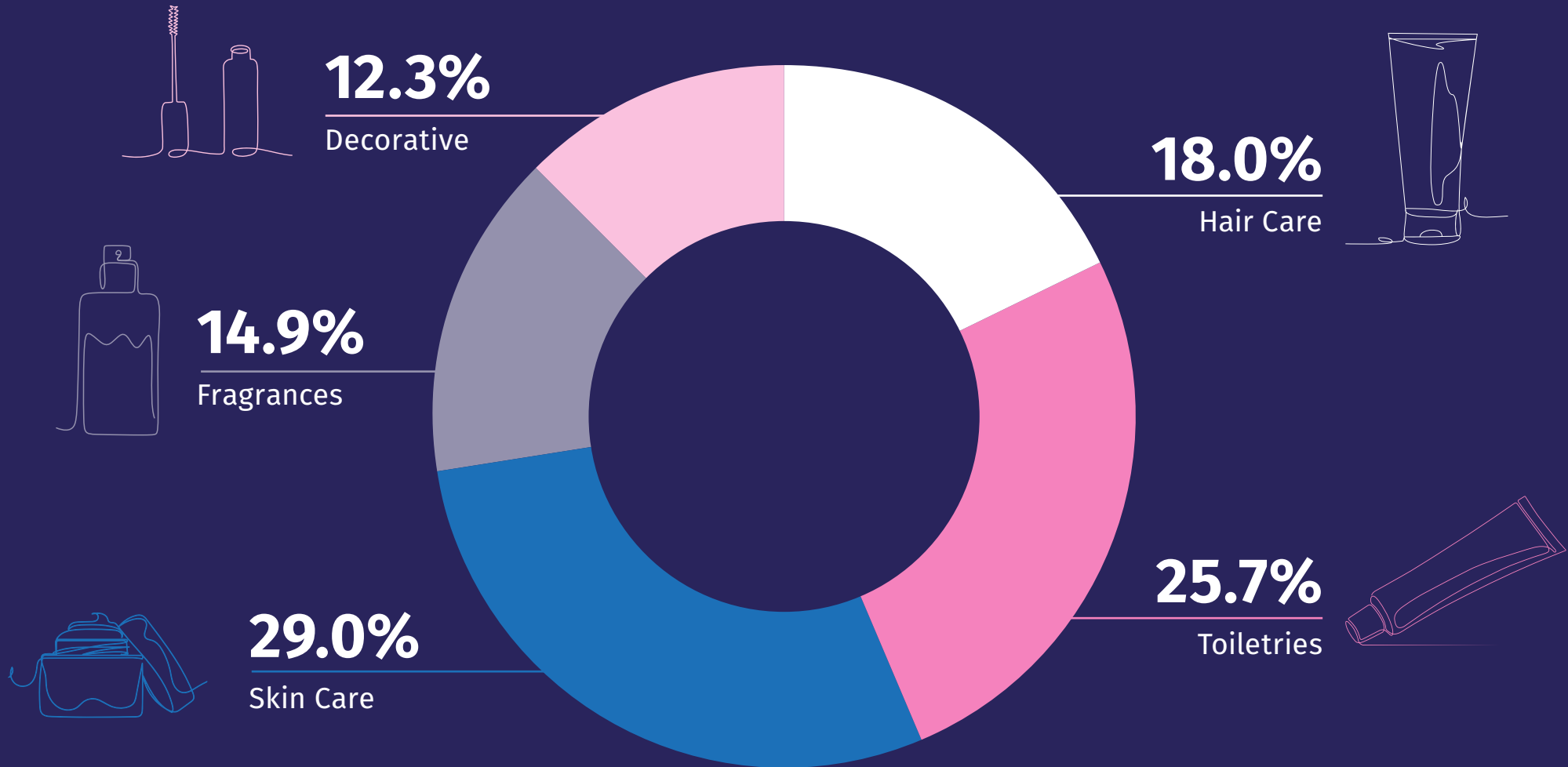
EUROPEAN COSMETICS MARKET 2021: MARKET CHANGES BY PRODUCT CATEGORY 2020/2021 (%)

EURO / RSP BASIS



EUROPEAN COSMETICS MARKET 2021: MARKET SHARE BY PRODUCT CATEGORY (%)

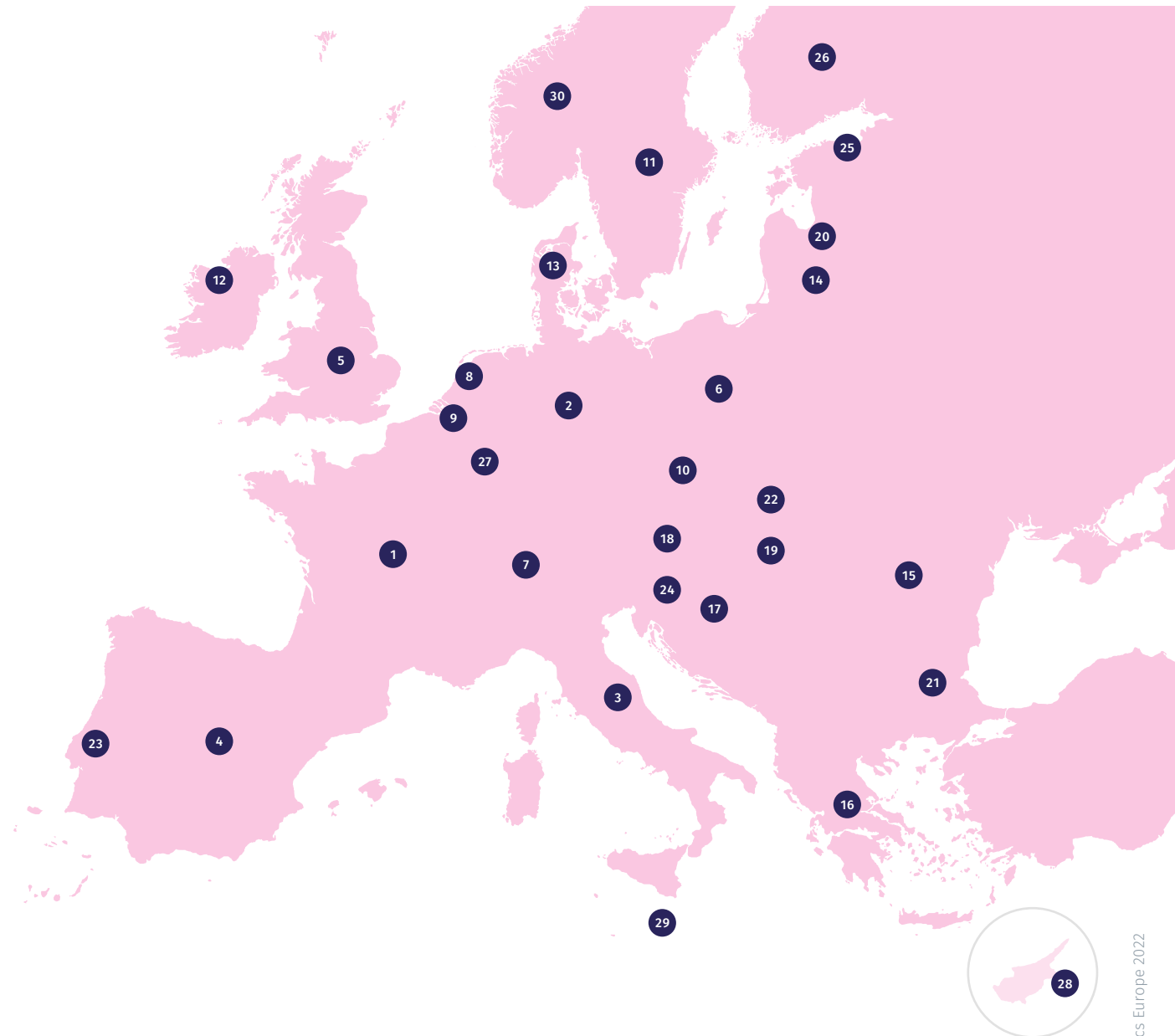
EURO / RSP BASIS



EXTRA EXPORT - EUROPE

EURO/RSP BASIS

Country	2021 TOTAL EXPORTS
France	9,363.3
Germany	3,249.8
Italy	2,128.4
Spain	2,051.0
UK	1,360.8
Poland	1,137.1
Switzerland	1,021.8
Netherlands	790.2
Belgium	656.6
Czech Republic	381.6
Sweden	342.1
Ireland	287.4
Denmark	242.3
Lithuania	240.3
Romania	199.2
Greece	115.0
Croatia	112.1
Austria	86.3
Hungary	84.7
Latvia	70.6
Bulgaria	58.2
Slovakia	55.6
Portugal	53.1
Slovenia	45.6
Estonia	26.9
Finland	22.7
Luxembourg	19.5
Cyprus	5.9
Malta	2.3
Norway	2.1
Europe	24,212.6 mn euro

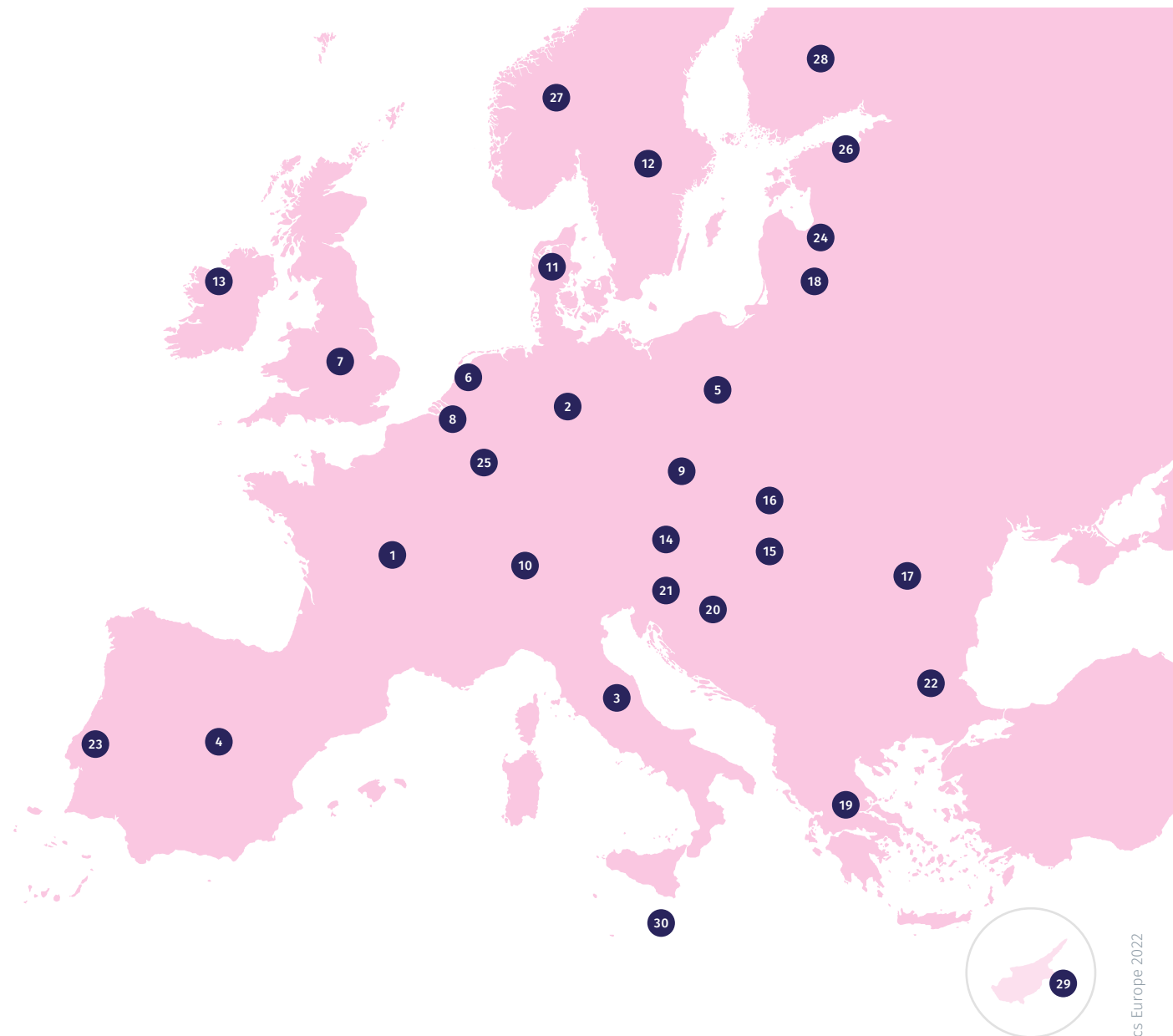


TOTAL EXPORT - EUROPE

EURO/RSP BASIS

Including intra and extra export Europe

Country	2021 TOTAL EXPORTS
France	15,744.8
Germany	7,969.7
Italy	4,804.9
Spain	4,194.3
Poland	3,812.9
Netherlands	3,409.3
UK	3,197.3
Belgium	2,365.1
Czech Republic	1,774.8
Switzerland	1,754.1
Denmark	732.1
Sweden	620.8
Ireland	463.8
Austria	443.1
Hungary	441.4
Slovakia	415.1
Romania	335.8
Lithuania	320.6
Greece	318.0
Croatia	281.6
Slovenia	245.4
Bulgaria	206.8
Portugal	173.9
Latvia	144.2
Luxembourg	142.5
Estonia	110.6
Norway	84.4
Finland	78.9
Cyprus	15.0
Malta	5.4
Europe	54,606.5 mn euro



EMPLOYMENT BY GENDER 2021

35.2%

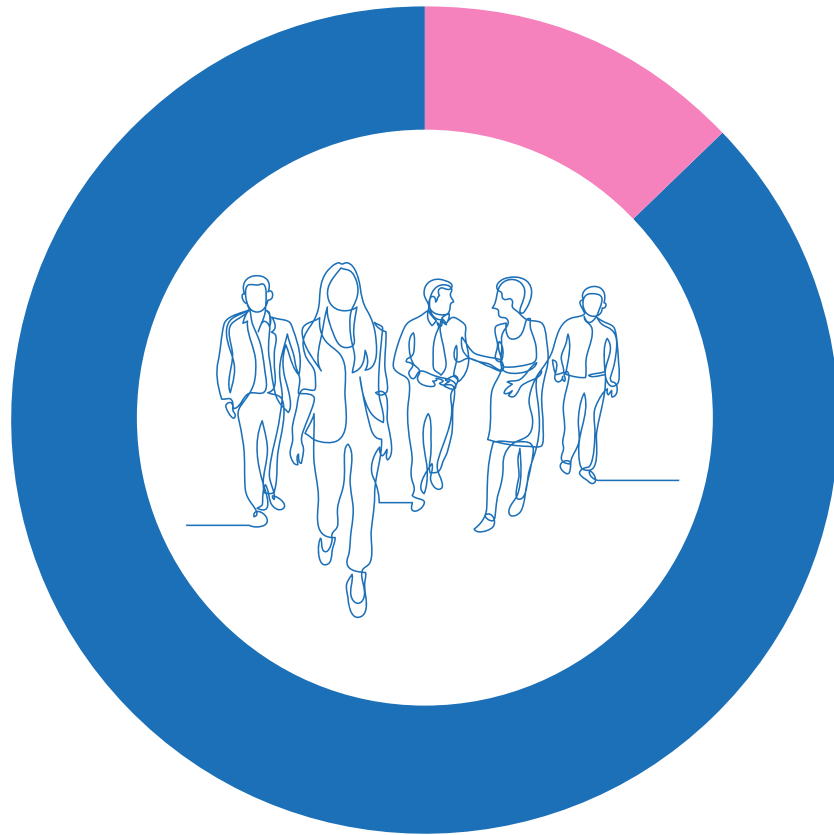
Men



64.8%

Women

EMPLOYMENT: DIRECT AND INDIRECT EMPLOYEES 2021



255,111
Direct Employees

1,713,715
Indirect Employees



EMPLOYMENT OVERVIEW

In 2021, the European cosmetics industry employed nearly 1 969 000 people including 30 400 scientists. There were 702 800 life science students in Europe.



Source: Cosmetics Europe & Euromonitor International

EUROPEAN COSMETICS MARKET 2019-2021

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

Country	National Currencies	2019		2020		2021		2021/20	
		billion		billion		billion		+/- %	
		RSP	MSP	RSP	MSP	RSP	MSP	RSP	MSP
Austria	€	1.516	0.945	1.493	0.931	1.525	0.951	2.1	2.2
Belgium/Luxembourg	€	2.084	1.057	1.963	1.001	2.001	1.019	2.0	1.8
Bulgaria	BGN	0.881	0.570	0.830	0.538	0.863	0.559	4.0	4.0
Croatia	HRK	3.022	1.707	2.877	1.628	3.053	1.725	6.1	6.0
Czech Republic	CZK	19.367	12.104	19.516	12.198	19.807	12.379	1.5	1.5
Denmark	DKK	8.992	4.826	8.938	4.804	9.065	4.859	1.4	1.1
Estonia	€	0.144	0.080	0.136	0.076	0.149	0.083	9.4	9.1
Finland	€	0.993	0.497	0.976	0.488	1.002	0.501	2.6	2.6
France	€	12.458	7.497	11.774	7.125	11.967	7.219	1.6	1.3
Germany	€	14.046	9.062	14.036	9.056	13.604	8.777	-3.1	-3.1
Greece	€	1.032	0.752	0.924	0.675	0.992	0.724	7.4	7.3
Hungary	HUF	279.085	164.993	269.706	159.728	291.523	172.241	8.1	7.8
Ireland	€	0.882	0.530	0.837	0.505	0.863	0.520	3.1	3.0
Italy	€	10.858	6.900	9.780	6.218	10.640	6.715	8.8	8.0
Latvia	€	0.187	0.097	0.173	0.090	0.185	0.096	6.9	6.8
Lithuania	€	0.268	0.138	0.263	0.135	0.278	0.142	5.7	5.2
Netherlands	€	2.841	1.584	2.875	1.607	2.898	1.623	0.8	1.0
Poland	PLN	17.757	11.610	16.913	11.093	18.295	11.992	8.2	8.1
Portugal	€	1.513	0.938	1.429	0.888	1.488	0.924	4.1	4.0
Romania	RON	7.252	4.173	7.096	4.091	7.548	4.339	6.4	6.1
Slovakia	€	0.641	0.380	0.623	0.369	0.654	0.387	4.8	4.9
Slovenia	€	0.185	0.105	0.175	0.100	0.184	0.105	5.6	5.5
Spain	€	7.134	4.471	6.430	4.028	6.898	4.336	7.3	7.6
Sweden	SEK	21.991	12.314	21.737	12.201	22.642	12.671	4.2	3.8
Norway	NOK	12.692	7.473	14.460	8.490	15.562	9.124	7.6	7.5
United Kingdom	GBP	9.290	5.161	8.639	4.800	8.502	4.723	-1.6	-1.6
Switzerland	CHF	2.181	1.478	1.990	1.349	2.009	1.296	0.9	-3.9

* Professional hair care included

Source: Cosmetics Europe & Euromonitor International

EUROPEAN COSMETICS MARKET 2019-2021

Market volume by country euro / RSP basis

Country	2019 billion euro	2020 billion euro	2021 billion euro	2021/20 +/- %	2021 % share
Germany	14.046	14.036	13.604	-3.08	17.0
France	12.458	11.774	11.967	1.64	15.0
Italy	10.858	9.780	10.640	8.80	13.3
Spain	7.134	6.430	6.898	7.28	8.6
Poland	4.131	3.806	4.004	5.21	5.0
Netherlands	2.841	2.875	2.898	0.80	3.6
Sweden	2.077	2.070	2.232	7.86	2.8
Belgium/Luxembourg	2.084	1.963	2.001	1.95	2.5
Austria	1.516	1.493	1.525	2.14	1.9
Romania	1.529	1.467	1.534	4.54	1.9
Portugal	1.513	1.429	1.488	4.14	1.9
Finland	0.993	0.976	1.002	2.64	1.3
Denmark	1.204	1.201	1.219	1.49	1.5
Ireland	0.882	0.837	0.863	3.12	1.1
Greece	1.032	0.924	0.992	7.44	1.2
Hungary	0.858	0.768	0.817	6.31	1.0
Czech Republic	0.734	0.738	0.772	4.59	1.0
Slovakia	0.641	0.623	0.654	4.85	0.8
Bulgaria	0.450	0.424	0.441	4.01	0.6
Croatia	0.408	0.382	0.406	6.30	0.5
Lithuania	0.268	0.263	0.278	5.70	0.3
Slovenia	0.185	0.175	0.184	5.63	0.2
Latvia	0.187	0.173	0.185	6.91	0.2
Estonia	0.144	0.136	0.149	9.38	0.2
EU-27 (excl. Malta/Cyprus)	-	-	66.753	-	83.4
United Kingdom	10.591	9.719	9.885	1.71	12.4
EU-28 (excl. Malta/Cyprus, incl. UK)	78.763	74.462	-	-	-
Switzerland	1.964	1.809	1.858	2.67	2.3
Norway	1.288	1.347	1.531	13.67	1.9
Europe	82.016	77.618	80.027	3.1	100.0

Source: Cosmetics Europe & Euromonitor International

EUROPEAN COSMETICS MARKET 2019-2021

Market volume by country euro / MSP basis

Country	2019 billion euro	2020 billion euro	2021 billion euro	2021/20 +/- %	2021 % share
Germany	9.062	9.056	8.777	-3.08	18.1
France	7.497	7.125	7.219	1.33	14.9
Italy	6.900	6.218	6.715	7.98	13.8
Spain	4.471	4.028	4.336	7.64	8.9
Poland	2.701	2.496	2.625	5.15	5.4
Netherlands	1.584	1.607	1.623	0.97	3.3
Belgium/Luxembourg	1.057	1.001	1.019	1.84	2.1
Sweden	1.163	1.162	1.249	7.54	2.6
Portugal	0.938	0.888	0.924	4.04	1.9
Austria	0.945	0.931	0.951	2.16	2.0
Greece	0.752	0.675	0.724	7.26	1.5
Denmark	0.646	0.646	0.653	1.22	1.3
Romania	0.880	0.846	0.882	4.24	1.8
Czech Republic	0.459	0.461	0.483	4.59	1.0
Finland	0.497	0.488	0.501	2.64	1.0
Ireland	0.530	0.505	0.520	2.97	1.1
Hungary	0.507	0.455	0.483	6.06	1.0
Slovakia	0.380	0.369	0.387	4.85	0.8
Croatia	0.230	0.216	0.229	6.17	0.5
Bulgaria	0.292	0.275	0.286	3.99	0.6
Lithuania	0.138	0.135	0.142	5.25	0.3
Slovenia	0.105	0.100	0.105	5.53	0.2
Latvia	0.097	0.090	0.096	6.82	0.2
Estonia	0.080	0.076	0.083	9.11	0.2
EU-27 (excl. Malta/Cyprus)	-	-	41.010	-	84.4
United Kingdom	5.884	5.399	5.492	1.71	11.3
EU-28 (excluding Malta/Cyprus. Including UK)	47.793	45.245	-	-	-
Switzerland	1.331	1.226	1.199	-2.24	2.5
Norway	0.759	0.791	0.898	13.51	1.8
Europe	49.882	47.262	48.598	2.8	100.0

Source: Cosmetics Europe & Euromonitor International

EUROPEAN COSMETICS MARKET 2021

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

Country	Fragrances / Perfumes	Decorative Cosmetics	Skin Care	Hair Care	Toiletries	TOTAL
Germany	1.290	1.467	3.184	3.221	4.442	13.604
France	2.414	1.071	3.804	1.583	3.095	11.967
Italy	1.241	1.925	3.834	1.741	1.899	10.640
Spain	1.366	0.566	1.985	1.246	1.736	6.898
Netherlands	0.506	0.368	0.613	0.562	0.849	2.898
Poland	0.439	0.482	1.129	0.813	1.142	4.004
Belgium/Luxembourg	0.412	0.277	0.607	0.266	0.439	2.001
Sweden	0.180	0.522	0.725	0.381	0.424	2.232
Greece	0.103	0.116	0.392	0.275	0.106	0.992
Austria	0.195	0.231	0.436	0.285	0.378	1.525
Portugal	0.219	0.109	0.468	0.245	0.448	1.488
Denmark	0.222	0.147	0.373	0.268	0.210	1.219
Romania	0.283	0.213	0.388	0.247	0.403	1.534
Czech Republic	0.100	0.103	0.209	0.168	0.192	0.772
Finland	0.036	0.124	0.278	0.320	0.243	1.002
Hungary	0.096	0.097	0.186	0.125	0.313	0.817
Ireland	0.123	0.100	0.218	0.174	0.249	0.863
Slovakia	0.087	0.092	0.174	0.117	0.183	0.654
Bulgaria	0.055	0.060	0.108	0.089	0.129	0.441
Croatia	0.047	0.058	0.140	0.053	0.109	0.406
Lithuania	0.054	0.043	0.080	0.044	0.058	0.278
Slovenia	0.020	0.022	0.063	0.033	0.046	0.184
Latvia	0.035	0.021	0.049	0.035	0.045	0.185
Estonia	0.028	0.017	0.039	0.029	0.036	0.149
EU (excluding Malta/Cyprus)	9.552	8.228	19.483	12.317	17.173	66.753
United Kingdom	1.972	1.078	2.576	1.486	2.773	9.885
Switzerland	0.291	0.226	0.618	0.351	0.372	1.858
Norway	0.131	0.300	0.554	0.289	0.257	1.531
Europe	11.945	9.833	23.231	14.444	20.575	80.027

EUROPEAN COSMETICS MARKET 2021

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

Country	Fragrances / Perfumes	Decorative Cosmetics	Skin Care	Hair Care	Toiletries	TOTAL
Germany	0.832	0.946	2.054	2.078	2.866	8.777
France	1.360	0.644	2.263	0.990	1.962	7.219
Italy	0.747	1.203	2.352	1.218	1.194	6.715
Spain	0.864	0.358	1.251	0.773	1.091	4.336
Netherlands	0.254	0.181	0.350	0.363	0.474	1.623
Poland	0.239	0.322	0.758	0.532	0.773	2.625
Belgium/Luxembourg	0.187	0.140	0.307	0.145	0.240	1.019
Greece	0.069	0.086	0.280	0.196	0.092	0.724
Sweden	0.091	0.286	0.396	0.218	0.259	1.249
Austria	0.112	0.148	0.277	0.177	0.237	0.951
Portugal	0.130	0.068	0.288	0.155	0.283	0.924
Denmark	0.112	0.077	0.198	0.145	0.120	0.654
Romania	0.152	0.124	0.221	0.146	0.240	0.882
Czech Republic	0.063	0.064	0.131	0.105	0.120	0.483
Finland	0.018	0.062	0.139	0.160	0.122	0.501
Hungary	0.055	0.054	0.104	0.077	0.193	0.483
Ireland	0.063	0.059	0.133	0.107	0.157	0.520
Slovakia	0.051	0.055	0.103	0.069	0.108	0.387
Bulgaria	0.035	0.038	0.070	0.058	0.085	0.286
Croatia	0.025	0.033	0.078	0.031	0.063	0.229
Lithuania	0.025	0.020	0.038	0.026	0.034	0.142
Slovenia	0.010	0.013	0.036	0.019	0.027	0.105
Latvia	0.018	0.011	0.025	0.018	0.024	0.096
Estonia	0.013	0.009	0.022	0.017	0.022	0.083
EU (excluding Malta/Cyprus)	5.526	5.003	11.873	7.822	10.785	41.010
United Kingdom	1.095	0.599	1.431	0.826	1.541	5.492
Switzerland	0.188	0.146	0.399	0.227	0.240	1.199
Norway	0.070	0.176	0.321	0.171	0.160	0.898
Europe	6.879	5.924	14.023	9.045	12.726	48.598

Source: Cosmetics Europe & Euromonitor International

EUROPEAN COSMETICS MARKET 2021

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

Country	Fragrances / Perfumes	Decorative Cosmetics	Skin Care	Hair Care	Toiletries	TOTAL
Germany	9.5	10.8	23.4	23.7	32.7	100.0
France	20.2	9.0	31.8	13.2	25.9	100.0
Italy	11.7	18.1	36.0	16.4	17.8	100.0
Spain	19.8	8.2	28.8	18.1	25.2	100.0
Netherlands	17.5	12.7	21.2	19.4	29.3	100.0
Poland	11.0	12.0	28.2	20.3	28.5	100.0
Belgium/Luxembourg	20.6	13.8	30.4	13.3	21.9	100.0
Sweden	8.1	23.4	32.5	17.1	19.0	100.0
Greece	10.4	11.7	39.5	27.7	10.7	100.0
Austria	12.8	15.1	28.6	18.7	24.8	100.0
Portugal	14.7	7.3	31.5	16.4	30.1	100.0
Denmark	18.2	12.0	30.6	21.9	17.2	100.0
Romania	18.5	13.9	25.3	16.1	26.3	100.0
Czech Republic	13.0	13.3	27.0	21.8	24.9	100.0
Finland	3.6	12.3	27.8	31.9	24.3	100.0
Hungary	11.8	11.9	22.8	15.3	38.3	100.0
Ireland	14.2	11.6	25.2	20.1	28.8	100.0
Slovakia	13.3	14.1	26.7	18.0	28.0	100.0
Bulgaria	12.6	13.5	24.5	20.1	29.3	100.0
Lithuania	19.3	15.3	28.9	15.8	20.7	100.0
Croatia	11.5	14.3	34.4	13.0	26.7	100.0
Slovenia	10.8	12.0	34.2	18.0	25.1	100.0
Latvia	19.2	11.4	26.3	18.8	24.3	100.0
Estonia	19.0	11.1	26.1	19.4	24.4	100.0
EU (excluding Malta/Cyprus)	14.3	12.3	29.2	18.5	25.7	100.0
United Kingdom	19.9	10.9	26.1	15.0	28.1	100.0
Switzerland	15.6	12.2	33.3	18.9	20.0	100.0
Norway	8.5	19.6	36.2	18.9	16.8	100.0
Europe	14.9	12.3	29.0	18.0	25.7	100.0

EUROPEAN COSMETICS MARKET 2021

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

Country	Fragrances / Perfumes	Decorative Cosmetics	Skin Care	Hair Care	Toiletries	TOTAL
Germany	9.5	10.8	23.4	23.7	32.7	100.0
France	18.8	8.9	31.3	13.7	27.2	100.0
Italy	11.1	17.9	35.0	18.1	17.8	100.0
Spain	19.9	8.3	28.8	17.8	25.2	100.0
Netherlands	15.7	11.2	21.6	22.3	29.2	100.0
Poland	9.1	12.3	28.9	20.3	29.5	100.0
Belgium/Luxembourg	18.4	13.7	30.1	14.2	23.5	100.0
Sweden	7.3	22.9	31.7	17.5	20.7	100.0
Greece	9.5	11.9	38.7	27.1	12.7	100.0
Austria	11.8	15.6	29.1	18.6	24.9	100.0
Portugal	14.0	7.4	31.1	16.8	30.7	100.0
Denmark	17.2	11.8	30.3	22.2	18.4	100.0
Romania	17.2	14.0	25.1	16.5	27.2	100.0
Czech Republic	13.0	13.3	27.0	21.8	24.9	100.0
Finland	3.6	12.3	27.8	31.9	24.3	100.0
Hungary	11.3	11.2	21.5	15.9	40.1	100.0
Ireland	12.2	11.4	25.6	20.6	30.2	100.0
Slovakia	13.2	14.2	26.7	17.9	28.0	100.0
Bulgaria	12.4	13.4	24.3	20.3	29.6	100.0
Lithuania	17.3	14.3	26.8	18.0	23.7	100.0
Croatia	11.0	14.3	33.9	13.3	27.5	100.0
Slovenia	9.6	12.0	34.0	18.5	25.9	100.0
Latvia	18.4	11.6	26.2	19.1	24.7	100.0
Estonia	16.1	11.3	26.1	20.3	26.0	100.0
EU (excluding Malta/Cyprus)	13.5	12.2	29.0	19.1	26.3	100.0
United Kingdom	19.9	10.9	26.1	15.0	28.1	100.0
Switzerland	15.6	12.2	33.3	18.9	20.0	100.0
Norway	7.8	19.7	35.7	19.0	17.9	100.0
Europe	14.2	12.2	28.9	18.6	26.2	100.0

Source: Cosmetics Europe & Euromonitor International

EUROPEAN COSMETICS MARKET 2021

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

Country	Fragrances / Perfumes	Decorative Cosmetics	Skin Care	Hair Care	Toiletries	TOTAL
Germany	10.8	14.9	13.7	22.3	21.6	17.0
France	20.2	10.9	16.4	11.0	15.0	15.0
Italy	10.4	19.6	16.5	12.1	9.2	13.3
Spain	11.4	5.8	8.5	8.6	8.4	8.6
Netherlands	4.2	3.7	2.6	3.9	4.1	3.6
Poland	3.7	4.9	4.9	5.6	5.5	5.0
Belgium/Luxembourg	3.5	2.8	2.6	1.8	2.1	2.5
Sweden	1.5	5.3	3.1	2.6	2.1	2.8
Greece	0.9	1.2	1.7	1.9	0.5	1.2
Austria	1.6	2.3	1.9	2.0	1.8	1.9
Portugal	1.8	1.1	2.0	1.7	2.2	1.9
Denmark	1.9	1.5	1.6	1.9	1.0	1.5
Romania	2.4	2.2	1.7	1.7	2.0	1.9
Czech Republic	0.8	1.0	0.9	1.2	0.9	1.0
Finland	0.3	1.3	1.2	2.2	1.2	1.3
Hungary	0.8	1.0	0.8	0.9	1.5	1.0
Ireland	1.0	1.0	0.9	1.2	1.2	1.1
Slovakia	0.7	0.9	0.8	0.8	0.9	0.8
Bulgaria	0.5	0.6	0.5	0.6	0.6	0.6
Lithuania	0.5	0.4	0.3	0.3	0.3	0.3
Croatia	0.4	0.6	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
EU (excluding Malta/Cyprus)	80.0	83.7	83.9	85.3	83.5	83.4
United Kingdom	16.5	11.0	11.1	10.3	13.5	12.4
Switzerland	2.4	2.3	2.7	2.4	1.8	2.3
Norway	1.1	3.1	2.4	2.0	1.2	1.9
Europe	100.0	100.0	100.0	100.0	100.0	100.0

Source: Cosmetics Europe & Euromonitor International

EUROPEAN COSMETICS MARKET 2021

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

Country	Fragrances / Perfumes	Decorative Cosmetics	Skin Care	Hair Care	Toiletries	TOTAL
Germany	12.1	16.0	14.6	23.0	22.5	18.1
France	19.8	10.9	16.1	10.9	15.4	14.9
Italy	10.9	20.3	16.8	13.5	9.4	13.8
Spain	12.6	6.0	8.9	8.5	8.6	8.9
Netherlands	3.7	3.1	2.5	4.0	3.7	3.3
Poland	3.5	5.4	5.4	5.9	6.1	5.4
Belgium/Luxembourg	2.7	2.4	2.2	1.6	1.9	2.1
Sweden	1.3	4.8	2.8	2.4	2.0	2.6
Greece	1.0	1.5	2.0	2.2	0.7	1.5
Austria	1.6	2.5	2.0	2.0	1.9	2.0
Portugal	1.9	1.1	2.1	1.7	2.2	1.9
Denmark	1.6	1.3	1.4	1.6	0.9	1.3
Romania	2.2	2.1	1.6	1.6	1.9	1.8
Czech Republic	0.9	1.1	0.9	1.2	0.9	1.0
Finland	0.3	1.0	1.0	1.8	1.0	1.0
Hungary	0.8	0.9	0.7	0.8	1.5	1.0
Ireland	0.9	1.0	0.9	1.2	1.2	1.1
Slovakia	0.7	0.9	0.7	0.8	0.9	0.8
Bulgaria	0.5	0.6	0.5	0.6	0.7	0.6
Lithuania	0.4	0.3	0.3	0.3	0.3	0.3
Croatia	0.4	0.6	0.6	0.3	0.5	0.5
Slovenia	0.1	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
EU (excluding Malta/Cyprus)	80.3	84.5	84.7	86.5	84.7	84.4
United Kingdom	15.9	10.1	10.2	9.1	12.1	11.3
Switzerland	2.7	2.5	2.8	2.5	1.9	2.5
Norway	1.0	3.0	2.3	1.9	1.3	1.8
Europe	99.9	100.0	100.0	100.0	100.0	100.0

EUROPEAN COSMETICS MARKET 2021

Changes in national markets by product category 2021/2020 (%) euro / RSP basis

Country	Fragrances / Perfumes	Decorative Cosmetics	Skin Care	Hair Care	Toiletries	TOTAL
Germany	-9.2	-7.2	-2.0	-2.4	-1.0	-3.1
France	12.7	-1.3	3.6	-2.6	-4.7	1.6
Italy	22.3	13.9	9.1	5.7	-0.8	8.8
Spain	24.5	22.1	11.7	3.6	-8.2	7.3
Netherlands	1.0	1.9	-1.0	8.1	-2.9	0.8
Poland	11.0	8.2	8.3	7.1	7.8	8.2
Belgium/Luxembourg	2.0	7.5	5.2	-2.8	-2.5	2.0
Sweden	6.2	5.2	11.1	3.2	-6.8	4.2
Greece	11.3	4.2	9.3	7.1	2.0	7.4
Austria	1.3	1.0	5.4	2.3	-0.4	2.1
Portugal	14.7	7.7	5.6	1.0	-0.9	4.1
Denmark	8.8	-5.5	6.3	1.9	-8.5	1.4
Romania	5.6	11.4	12.9	4.9	-0.2	6.4
Czech Republic	3.2	0.4	1.1	-1.8	4.7	1.5
Finland	14.9	1.5	6.2	4.0	-3.7	2.6
Hungary	9.4	13.0	13.2	6.3	4.2	8.1
Ireland	7.8	5.7	3.7	1.7	0.5	3.1
Slovakia	1.6	7.6	11.2	3.3	0.6	4.8
Bulgaria	6.6	5.8	5.3	2.5	2.2	4.0
Lithuania	1.4	2.0	16.9	1.0	2.5	5.7
Croatia	13.7	7.2	6.8	5.2	2.2	6.1
Slovenia	6.6	11.2	6.5	4.0	2.8	5.6
Latvia	9.0	8.7	8.9	6.2	3.0	6.9
Estonia	12.2	5.6	14.9	6.1	6.3	9.4
United Kingdom	6.2	2.1	-1.0	-1.8	-8.1	-1.6
Switzerland	4.7	2.7	2.1	-1.3	-2.7	0.9
Norway	23.3	4.4	15.6	-3.9	3.3	7.6
Europe	8.9	4.3	4.9	1.0	-2.8	2.6

EUROPEAN COSMETICS MARKET 2021

Changes in national markets by product category 2021/2020 (%) euro / MSP basis

Country	Fragrances / Perfumes	Decorative Cosmetics	Skin Care	Hair Care	Toiletries	TOTAL
Germany	-9.2	-7.2	-2.0	-2.4	-1.0	-3.1
France	12.4	-1.4	3.5	-2.6	-4.7	1.3
Italy	21.5	13.2	8.4	5.0	-1.4	8.0
Spain	25.0	22.3	12.1	3.8	-7.9	7.6
Netherlands	1.0	1.9	-1.0	8.1	-2.9	1.0
Poland	10.9	8.3	8.3	7.0	7.8	8.1
Belgium/Luxembourg	2.0	7.4	5.3	-2.8	-2.5	1.8
Sweden	6.1	5.1	11.2	2.7	-6.6	3.8
Greece	11.3	4.2	9.3	7.1	2.0	7.3
Austria	1.3	1.0	5.4	2.3	-0.4	2.2
Portugal	14.8	7.8	5.6	1.0	-0.9	4.0
Denmark	8.7	-5.5	6.2	1.7	-8.4	1.1
Romania	4.5	11.2	12.8	4.9	-0.2	6.1
Czech Republic	3.2	0.4	1.1	-1.8	4.7	1.5
Finland	14.9	1.5	6.2	4.0	-3.7	2.6
Hungary	9.0	12.9	13.1	6.3	4.2	7.8
Ireland	7.6	5.7	3.8	1.7	0.5	3.0
Slovakia	1.4	7.6	11.2	3.3	0.6	4.9
Bulgaria	6.6	5.8	5.3	2.5	2.2	4.0
Lithuania	1.1	2.0	16.4	1.0	2.5	0.0
Croatia	12.8	7.2	7.1	4.7	2.2	6.0
Slovenia	6.5	11.2	6.4	4.0	2.8	5.5
Latvia	9.0	8.7	8.9	6.2	3.0	6.8
Estonia	12.1	5.6	14.6	6.0	6.3	9.1
United Kingdom	6.2	2.1	-1.0	-1.8	-8.1	-1.6
Switzerland	4.8	-4.0	-3.8	-6.4	-7.7	-3.9
Norway	23.1	4.2	15.9	-3.9	3.3	7.5
Europe	8.8	4.0	4.6	0.9	-2.8	2.4

EUROPEAN COSMETICS MARKET 2019-2021

Per capita consumption by country euro / RSP Basis

Country	2019	2020	2021
Sweden	212	208	215
Denmark	209	207	210
Finland	180	177	182
Italy	182	164	180
France	185	175	177
Ireland	180	169	174
Austria	171	168	171
Netherlands	164	165	165
Belgium/Luxembourg	173	162	164
Germany	169	169	164
Spain	152	136	146
Portugal	147	139	145
Slovakia	118	114	120
Estonia	109	103	112
Poland	102	98	106
Croatia	99	94	101
Lithuania	96	94	99
Latvia	98	91	98
Greece	96	86	93
Slovenia	89	83	87
Hungary	80	77	84
Romania	76	75	80
Czech Republic	71	71	72
Bulgaria	64	61	64
Average EU-27 (excl. Malta/Cyprus)	-	128	134
United Kingdom	162	150	145
Average EU-28 (excl. Malta/Cyprus, incl. UK)	135	-	-
Norway	234	265	284
Switzerland	235	212	210
Europe	143	137	142

POPULATION 2019-2021 BY COUNTRY

in millions of inhabitants

Country	2019	2020	2021
Germany	83,019	83,167	83,155
France	67,178	67,320	67,657
Italy	59,817	59,641	59,236
Spain	47,007	47,431	47,385
Poland	37,973	37,958	37,840
Romania	19,414	19,329	19,202
Netherlands	17,282	17,408	17,591
Belgium/Luxembourg	12,069	12,149	12,201
Greece	10,725	10,719	10,679
Czech Republic	10,669	10,709	10,702
Portugal	10,276	10,296	10,298
Sweden	10,230	10,328	10,379
Hungary	9,773	9,770	9,731
Austria	8,859	8,901	8,887
Bulgaria	7,000	6,951	6,917
Denmark	5,806	5,823	5,840
Finland	5,518	5,525	5,534
Slovakia	5,450	5,458	5,460
Ireland	4,904	4,964	5,006
Croatia	4,076	4,058	4,036
Lithuania	2,794	2,794	2,796
Slovenia	2,081	2,096	2,109
Latvia	1,920	1,908	1,893
Estonia	1,325	1,329	1,330
EU-27 (excl. Malta/Cyprus)	-	446,031	445,864
United Kingdom	66,647	67,026	68,134
EU-28 (excl. Malta/Cyprus, incl. UK)	511,813	-	-
Switzerland	8,570	8,688	8,825
Norway	5,328	5,368	5,391
Europe	525,712	527,112	528,214

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

GROSS DOMESTIC PRODUCT 2019-2021 BY COUNTRY

euro / billions

Country	2019 (extracted 07.05.21)	2020 (extracted 07.05.21)	2021 (extracted 12.05.22)
Germany	3,473.35	3,367.56	3,570.62
France	2,437.64	2,302.86	2,483.62
Italy	1,796.63	1,656.96	1,775.44
Spain	1,244.38	1,121.95	1,205.06
Netherlands	813.06	800.10	860.72
Belgium/Luxembourg	540.94	520.95	580.51
Poland	533.60	526.45	574.39
Sweden	476.87	475.67	530.36
Ireland	356.53	372.87	421.53
Austria	397.52	379.32	403.37
Denmark	310.48	312.52	335.71
Finland	239.85	238.00	252.93
Romania	223.16	218.86	240.15
Czechia	225.57	215.25	238.71
Portugal	214.37	200.09	211.28
Greece	183.25	165.33	182.83
Hungary	146.11	137.44	154.12
Slovakia	94.05	92.08	97.12
Bulgaria	61.56	61.33	67.87
Croatia	55.57	50.19	57.20
Lithuania	48.86	49.51	55.38
Slovenia	48.40	46.92	52.02
Latvia	30.65	29.46	32.87
Estonia	27.73	26.83	30.66
EU-27 (excl. Malta/Cyprus)	13,980.12	13,368.47	14,414.47
United Kingdom	2,526.62	2,420.84	2,695.50
EU-28 (excl. Malta/Cyprus, incl. UK)	16,506.73	15,789.31	17,109.97
Switzerland	653.73	659.73	687.11
Norway	361.73	318.05	407.75
Europe	17,522.20	16,767.09	18,204.84

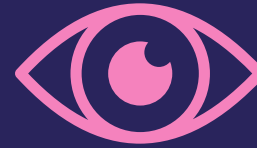
EXCHANGE RATES 2019-2021 BY COUNTRY

Country	National Currency	2019	2020	2021
		<i>for reference</i>		
Bulgaria	BGN	1.9558	1.9559	1.9558
Croatia	HRK	7.4137	7.5367	7.5244
Czech Republic	SIT	26.3705	26.4354	25.6516
Denmark	DKK	7.4691	7.4421	7.4365
Hungary	HUF	325.3826	351.0066	356.8906
Lithuania	LTL	1.0000	1.0000	1.0000
Norway	NOK	9.8516	10.7350	10.1636
Poland	PLN	4.2983	4.4441	4.5689
Romania	RON	4.7442	4.8366	4.9214
Sweden	SEK	10.5873	10.5029	10.1426
Switzerland	CHF	1.1105	1.1000	1.0813
United Kingdom	GBP	0.8772	0.8889	0.8601
Japan	YEN	1.2203	1.2168	1.2168
USA	US\$	1.1195	1.1396	1.1396

COSMETICS EUROPE'S VISION AND MISSION

For nearly 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, 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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