



Cosmetics Europe
the personal care association



We personally care

Market Performance 2023

European Cosmetic, Toiletry & Perfumery Data

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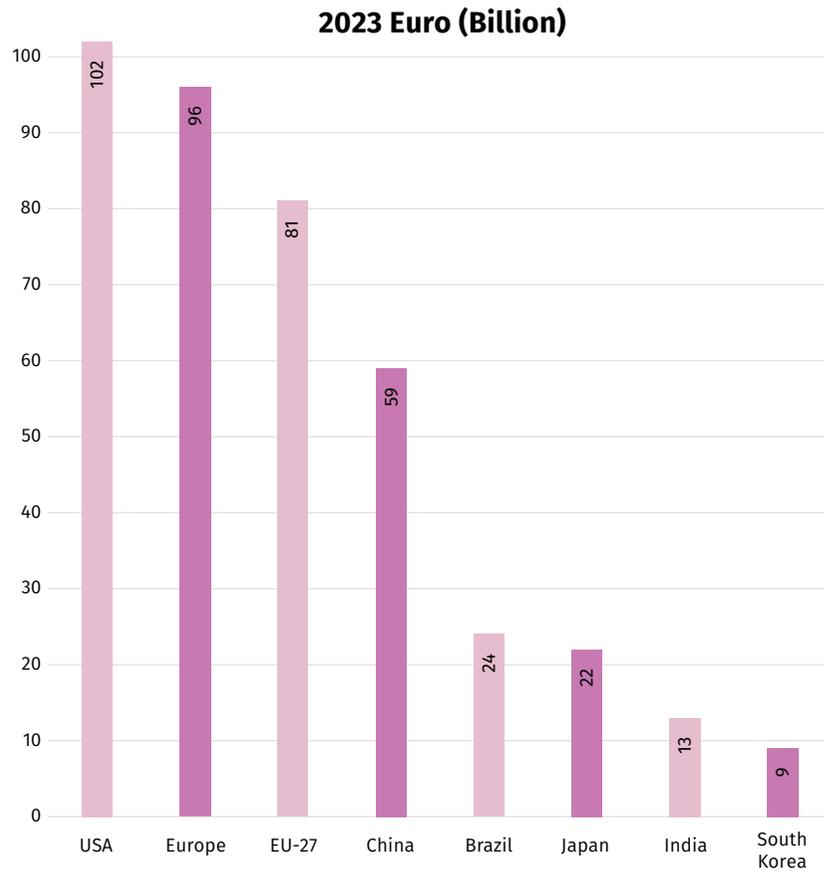
DISCLAIMER:

- Previous year data figures have been updated with latest information available;
- The 2022 exchange rate applied is of 31st December 2022.

European industry market share vs global perspective

Value comparison of Europe, and other major markets - USA, Japan, China, Brazil, South Korea and India in 2023

Retail Sales Prices (RSP) in bn euro



Source: Cosmetics Europe & Euromonitor International

USA

102 bn euro

Europe

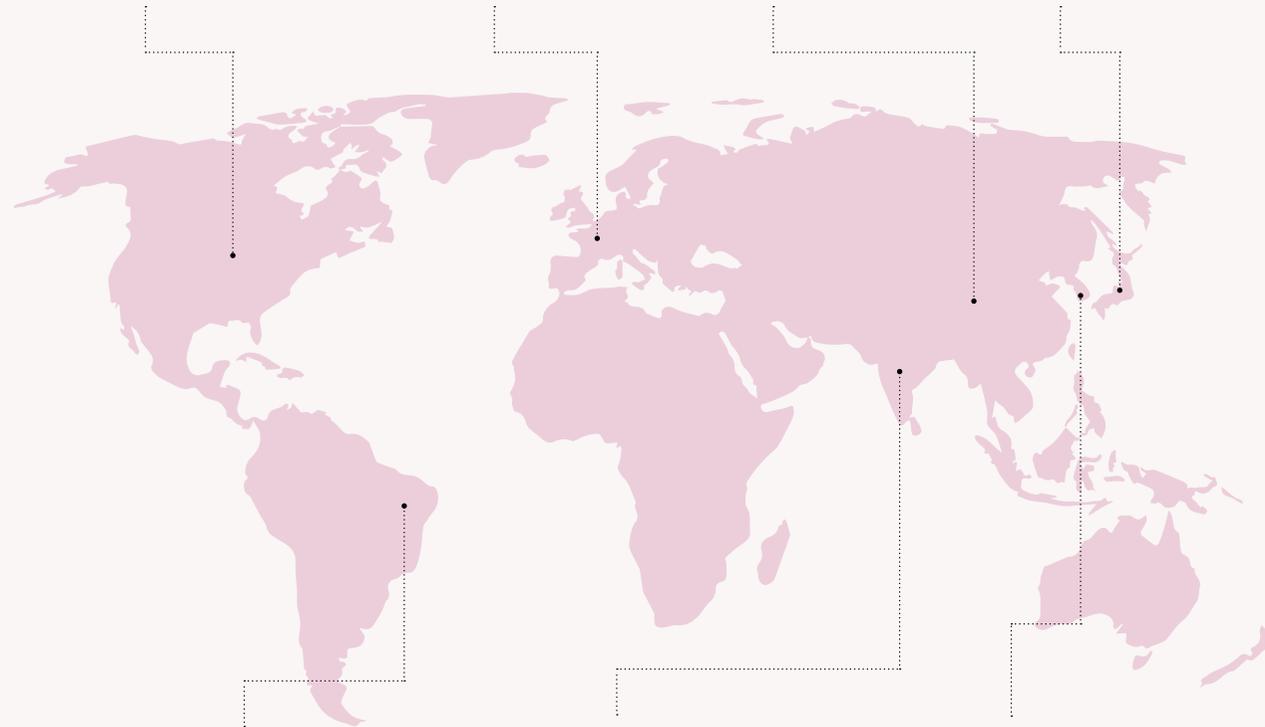
96 bn euro

China

59 bn euro

Japan

22 bn euro



Brazil

24 bn euro

India

13 bn euro

South Korea

9 bn euro

Extra import from USA, China, Canada & Japan (2023)

EURO / RSP BASIS

| | | USA | China | Canada | Japan |
|----------------|---------------|----------------|----------------|--------------|--------------|
| Austria | EUR mn | 7.001 | 2.5 | 2.5 | 0.1 |
| Belgium | EUR mn | 178.585 | 95.3 | 24.2 | 17.5 |
| Bulgaria | EUR mn | 2.888 | 2.9 | 0.3 | 0.0 |
| Croatia | EUR mn | 4.408 | 2.7 | 0.5 | 0.1 |
| Cyprus | EUR mn | 3.644 | 2.8 | 0.3 | 0.0 |
| Czech Republic | EUR mn | 78.904 | 8.8 | 18.9 | 4.8 |
| Denmark | EUR mn | 25.292 | 52.5 | 0.5 | 0.2 |
| Estonia | EUR mn | 4.147 | 1.7 | 0.0 | 0.6 |
| Finland | EUR mn | 5.762 | 0.9 | 0.3 | 0.1 |
| France | EUR mn | 421.576 | 142.9 | 133.8 | 61.5 |
| Germany | EUR mn | 211.941 | 138.3 | 32.4 | 38.9 |
| Greece | EUR mn | 5.357 | 16.0 | 0.4 | 0.0 |
| Hungary | EUR mn | 9.464 | 30.5 | 0.1 | 0.1 |
| Ireland | EUR mn | 94.97 | 45.3 | 16.1 | 1.8 |
| Italy | EUR mn | 68.757 | 34.7 | 3.2 | 0.5 |
| Latvia | EUR mn | 1.947 | 3.4 | 0.1 | 0.1 |
| Lithuania | EUR mn | 9.827 | 1.7 | 0.6 | 0.2 |
| Luxembourg | EUR mn | 0.71 | 0.1 | 0.0 | 0.0 |
| Malta | EUR mn | 2.025 | 1.3 | 0.0 | 0.0 |
| Netherlands | EUR mn | 538.541 | 196.9 | 17.0 | 3.7 |
| Poland | EUR mn | 59.14 | 60.9 | 11.4 | 3.0 |
| Portugal | EUR mn | 0.829 | 0.7 | 0.1 | 0.1 |
| Romania | EUR mn | 7.643 | 18.8 | 0.4 | 0.0 |
| Slovakia | EUR mn | 1.033 | 2.0 | 0.2 | 0.2 |
| Slovenia | EUR mn | 4.733 | 4.6 | 0.1 | 0.0 |
| Spain | EUR mn | 60.392 | 102.0 | 8.5 | 1.4 |
| Sweden | EUR mn | 59.329 | 15.5 | 8.6 | 0.7 |
| United Kingdom | EUR mn | 773.776 | 498.9 | 227.0 | 23.1 |
| Switzerland | EUR mn | 74.173 | 58.3 | 13.6 | 8.1 |
| Norway | EUR mn | 102.695 | 20.5 | 8.6 | 7.4 |
| Europe | EUR mn | 2,819.5 | 1,563.4 | 530.0 | 174.4 |

USA

2.82 bn euro

China

1.56 bn euro

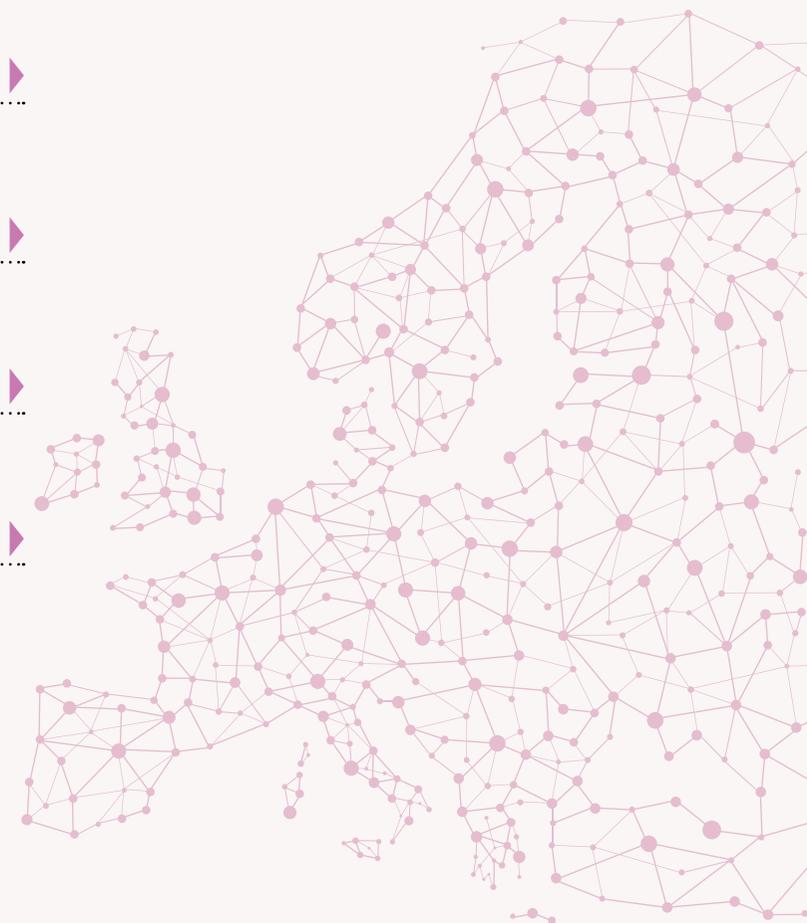
Canada

530 mn euro

Japan

174.4 mn euro

4 key import partners: 5.1 bn euro
Total import: 7.4 bn euro



European cosmetics market 2023

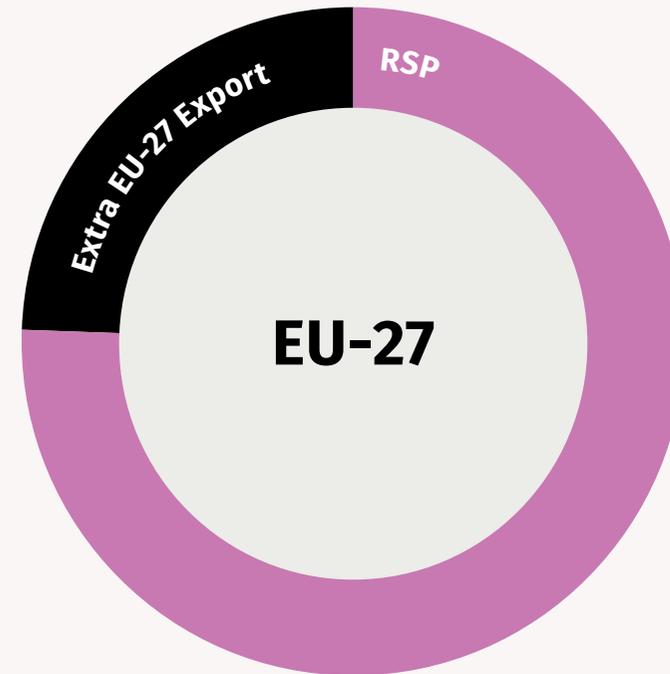
Total retail value of the cosmetics industry in Europe



● **Extra Europe Export**
28.16 bn euro

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

Total: 123.83 bn euro



● **Extra EU-27 Export**
26 bn euro

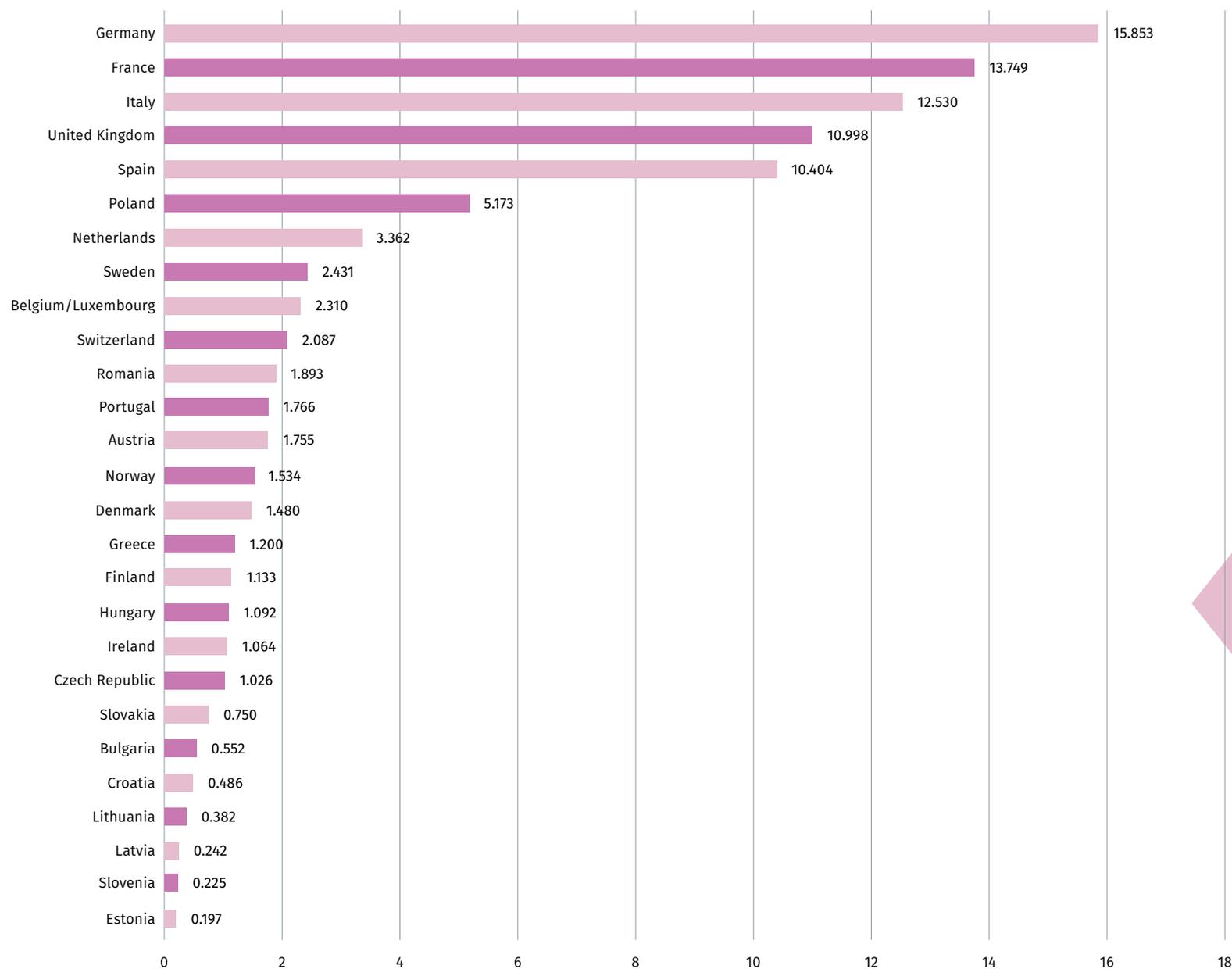
● **RSP (Retail Sales Price)**
81.05 bn euro

Total: 107.05 bn euro

*EU-27, Norway, Switzerland & UK

Market volume by country in 2023

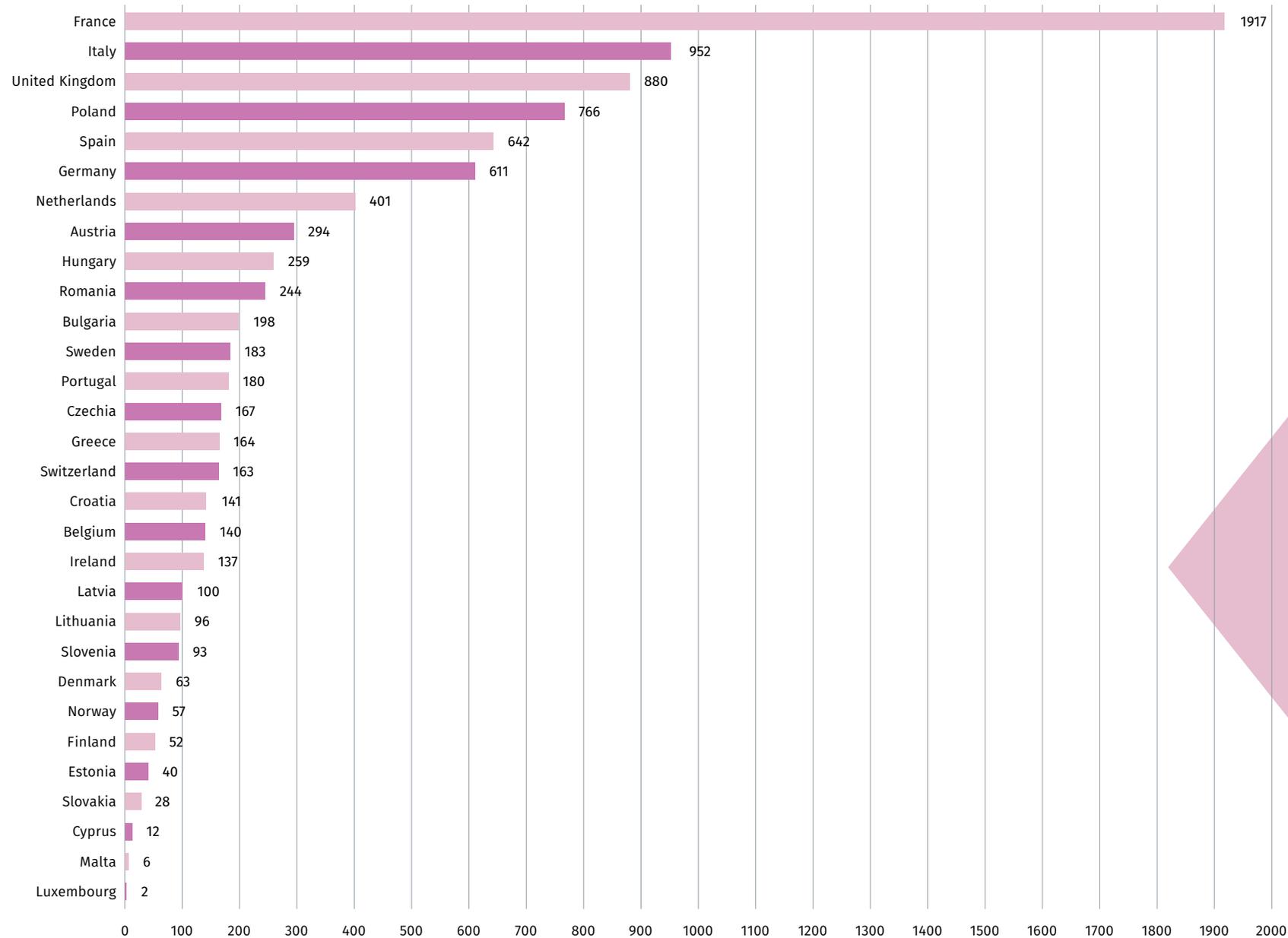
Retail Sales Prices (RSP) in bn euro



Total
95.67bn
euro

Source: Cosmetics Europe & Euromonitor International

Number of SMEs per country in 2023

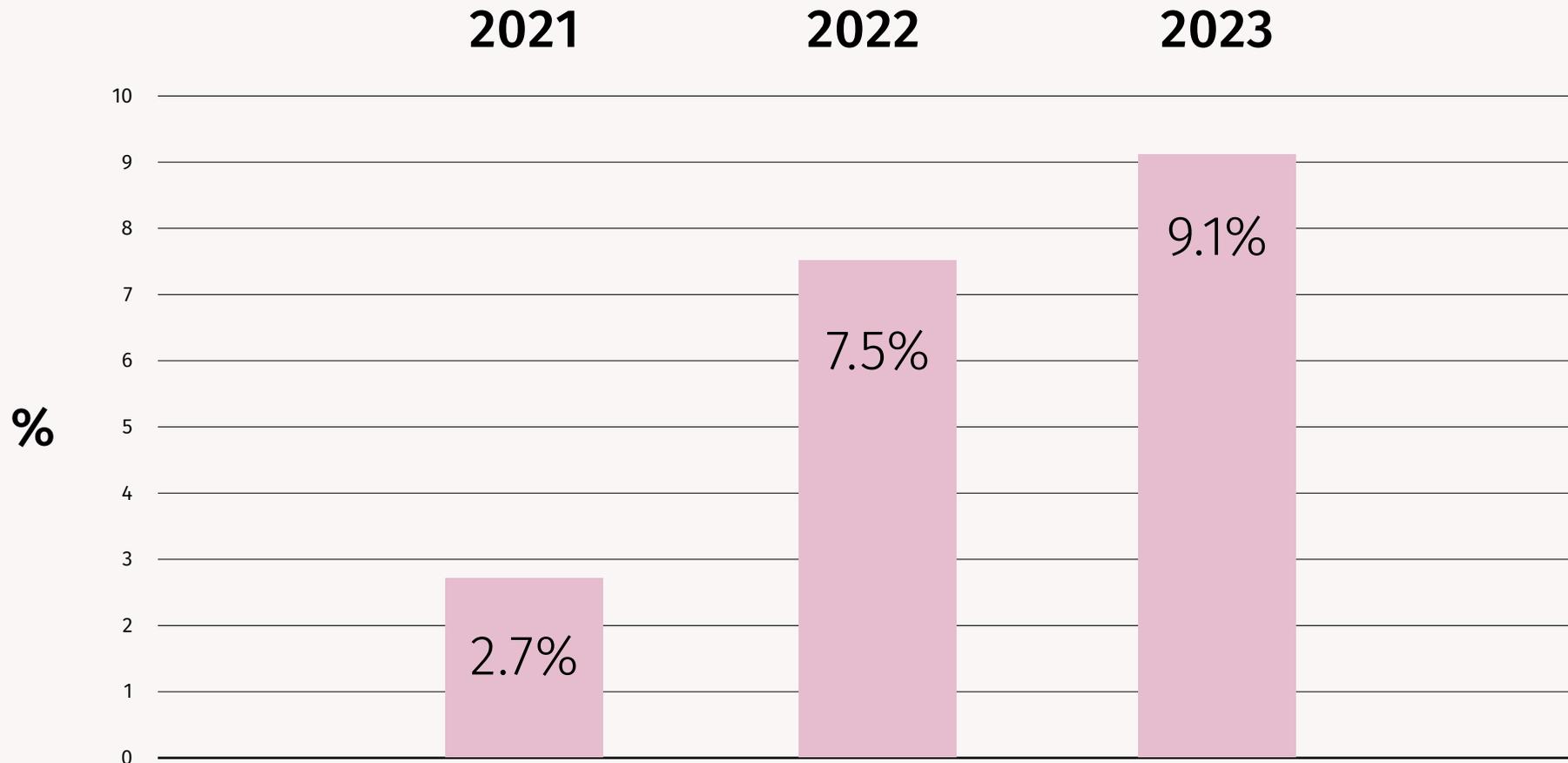


**Total of
8,988
SMEs in
Europe***

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

European cosmetics market annual growth 2021-2023

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



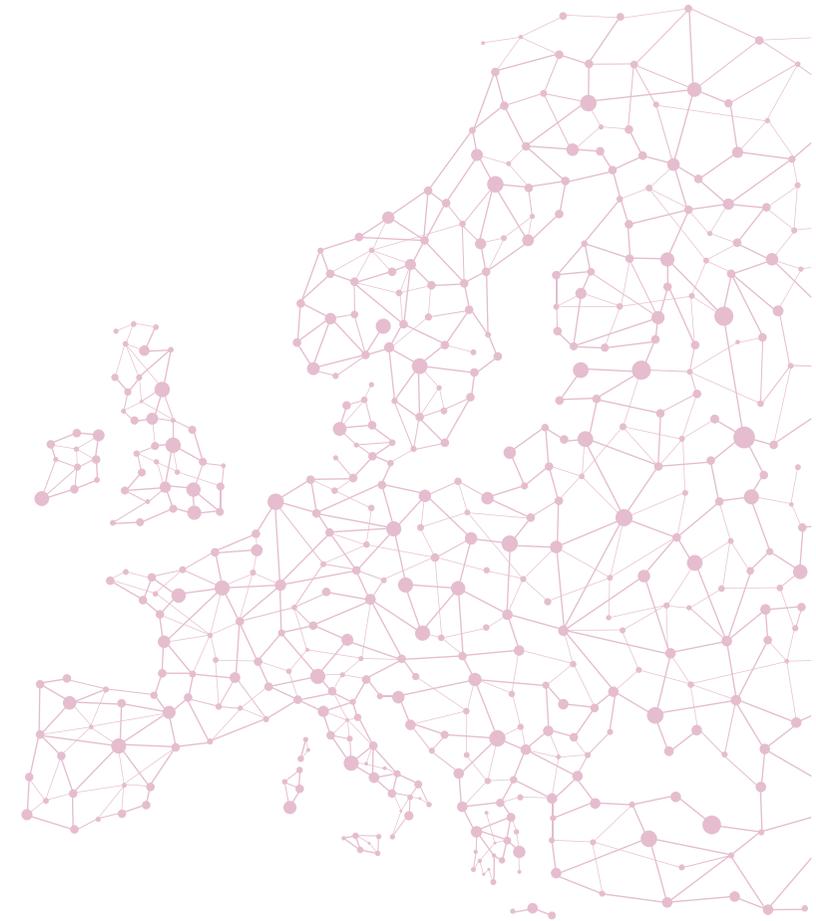
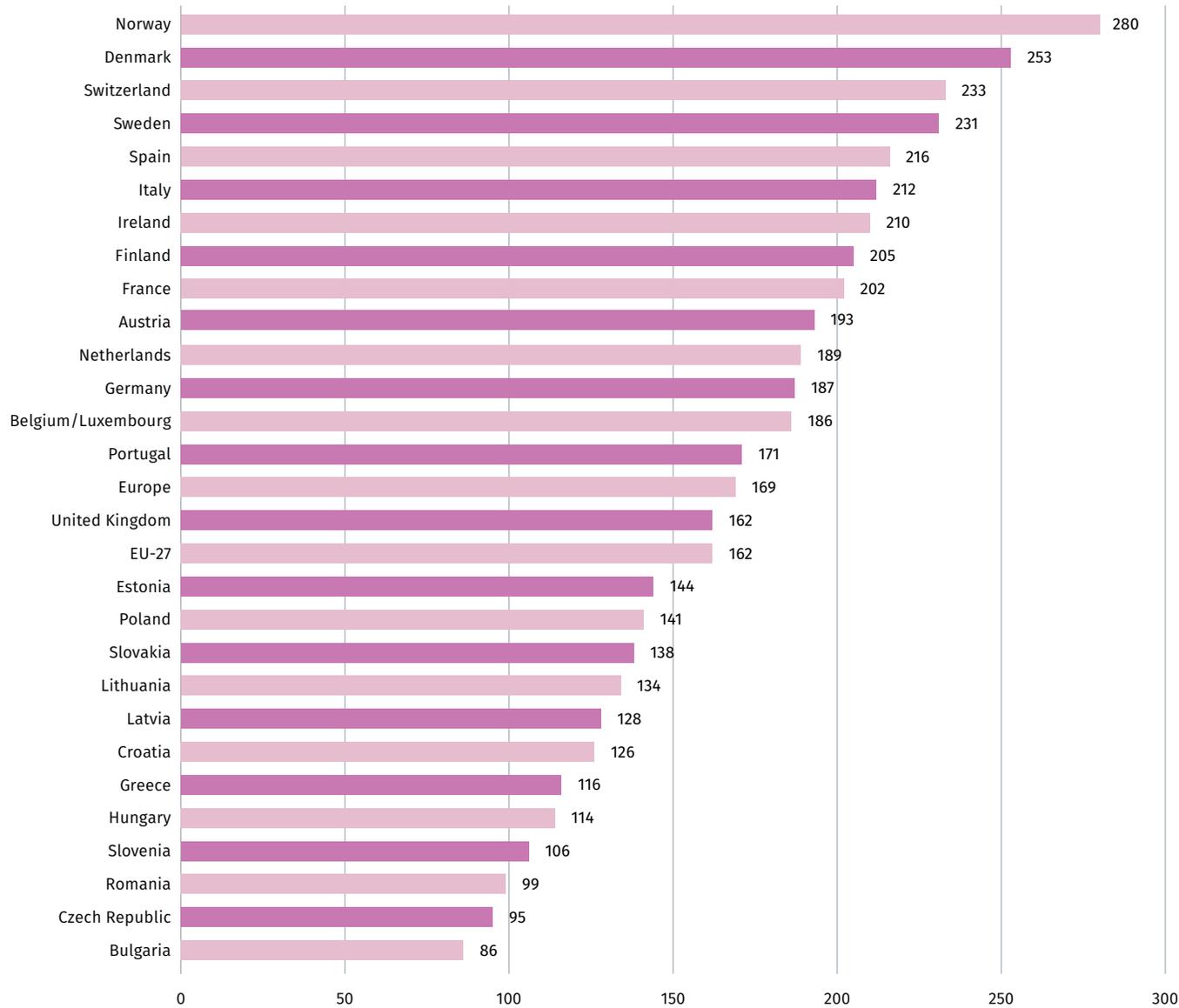
*taking into account exchange rate fluctuations - £+CHF+NOK/Euro

Source: Cosmetics Europe & Euromonitor International

European cosmetics market 2023:

Per capita consumption by country

EURO / RSP BASIS

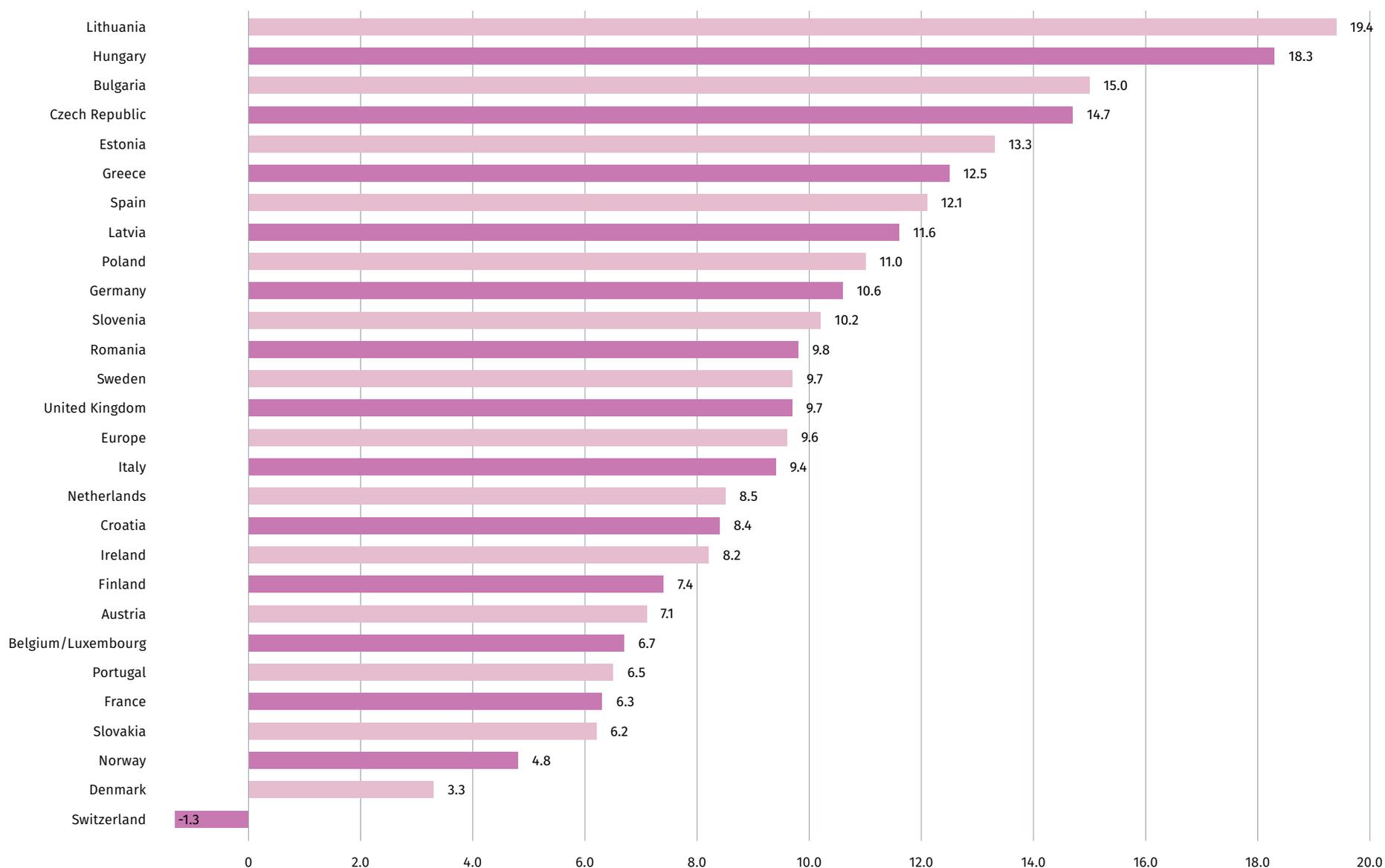


Source: Cosmetics Europe & Euromonitor International

European cosmetics market 2023:

Market changes 2022/2023 (%)

EURO / RSP BASIS



Source: Cosmetics Europe & Euromonitor International

European cosmetics market 2023:

Market changes by product category 2022/2023 (%)

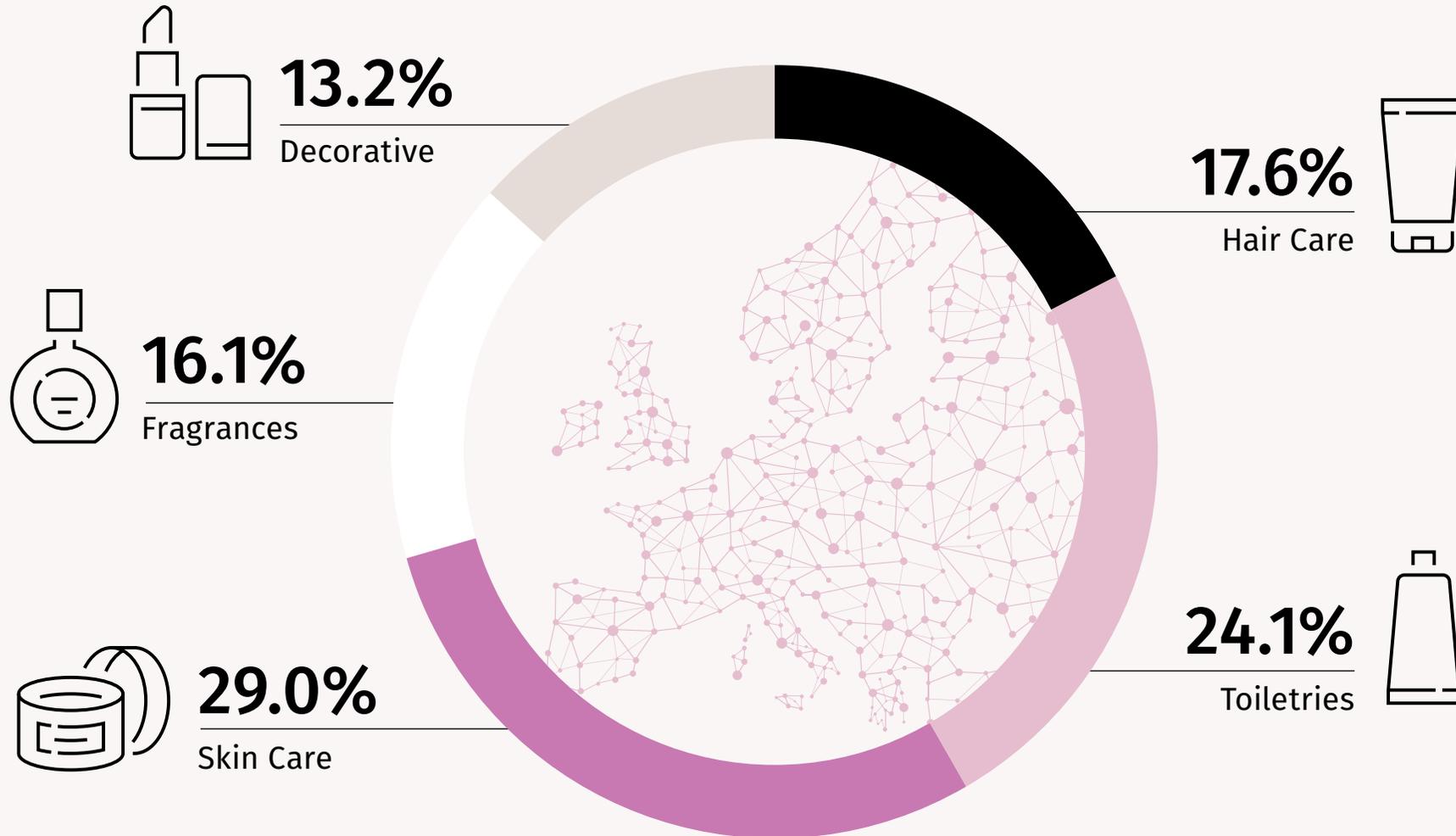
EURO / RSP BASIS



Source: Cosmetics Europe & Euromonitor International

European cosmetics market 2023: Market share by product category (%)

EURO / RSP BASIS



Source: Cosmetics Europe & Euromonitor International

Extra export - Europe

EURO / RSP BASIS

| Country | 2023 TOTAL EXPORTS |
|----------------|-------------------------|
| France | 10,689.7 |
| Germany | 3,460.6 |
| Italy | 3,158.4 |
| Spain | 2,728.0 |
| UK | 1,324.9 |
| Poland | 1,318.2 |
| Netherlands | 985.0 |
| Switzerland | 831.7 |
| Belgium | 780.3 |
| Lithuania | 401.3 |
| Czech Republic | 371.5 |
| Sweden | 304.5 |
| Ireland | 290.6 |
| Romania | 263.6 |
| Denmark | 249.2 |
| Croatia | 180.5 |
| Greece | 143.6 |
| Hungary | 123.0 |
| Latvia | 92.9 |
| Portugal | 81.9 |
| Slovakia | 80.4 |
| Bulgaria | 79.2 |
| Slovenia | 78.2 |
| Austria | 74.4 |
| Estonia | 27.1 |
| Finland | 16.3 |
| Luxembourg | 15.5 |
| Cyprus | 3.3 |
| Norway | 2.3 |
| Malta | 1.9 |
| Europe | 28,158.0 mn euro |



Total export - Europe

EURO/RSP BASIS

Including intra and extra export Europe

| Country | 2023 TOTAL EXPORTS |
|----------------|-------------------------|
| France | 20,386.8 |
| Germany | 10,006.7 |
| Italy | 7,011.7 |
| Spain | 6,264.5 |
| Poland | 4,955.6 |
| Netherlands | 4,531.1 |
| UK | 4,287.4 |
| Belgium | 2,872.9 |
| Czech Republic | 2,428.4 |
| Switzerland | 1,652.1 |
| Denmark | 1,045.4 |
| Sweden | 758.5 |
| Hungary | 589.3 |
| Austria | 540.3 |
| Lithuania | 507.4 |
| Slovakia | 498.7 |
| Ireland | 492.7 |
| Romania | 484.9 |
| Croatia | 424.5 |
| Greece | 399.2 |
| Slovenia | 342.8 |
| Portugal | 279.4 |
| Bulgaria | 254.4 |
| Luxembourg | 195.6 |
| Latvia | 179.5 |
| Estonia | 116.4 |
| Finland | 100.1 |
| Norway | 84.6 |
| Cyprus | 23.2 |
| Malta | 4.9 |
| Europe | 71,719.1 mn euro |

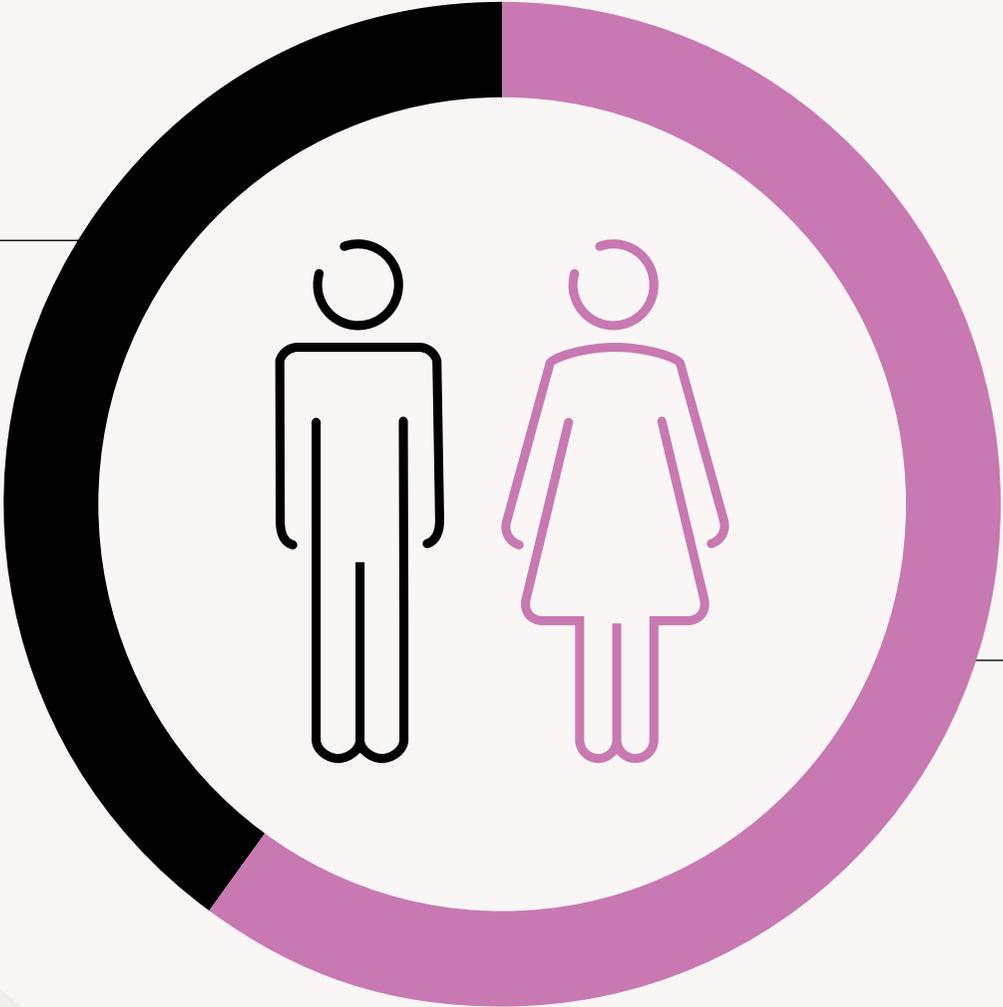


Employment by gender 2023

EUROPE 30

39.8%

Men

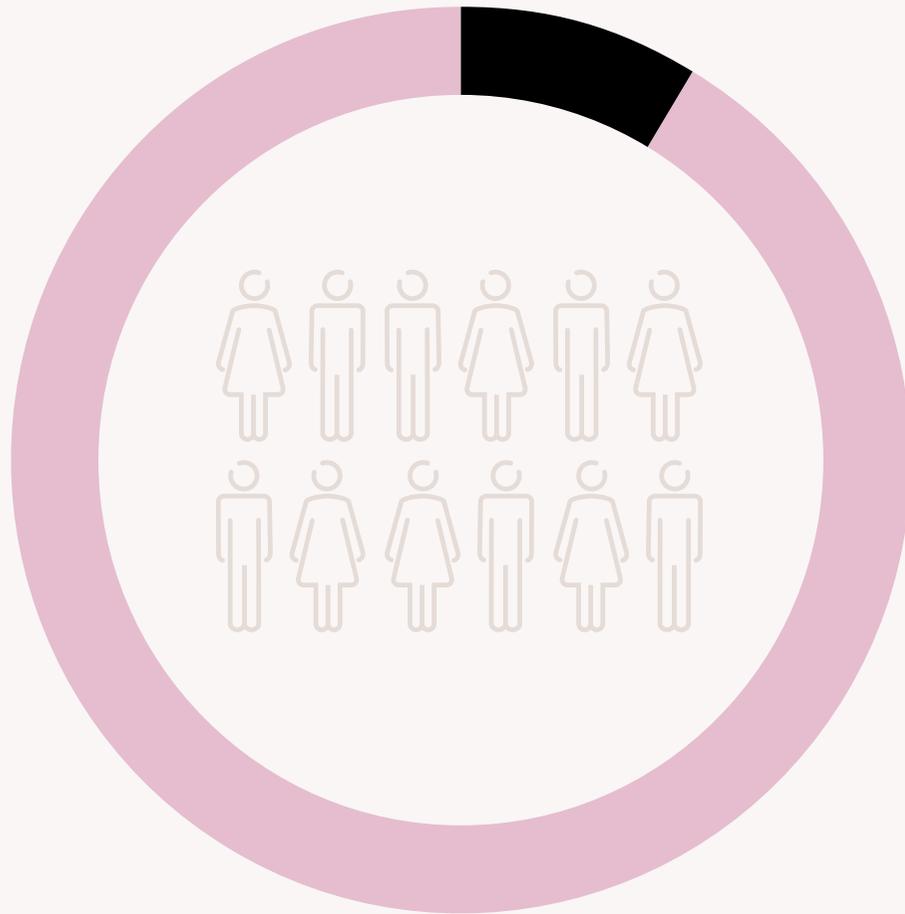


60.2%

Women

Source: Cosmetics Europe & Euromonitor International

Employment: direct and indirect employees 2023

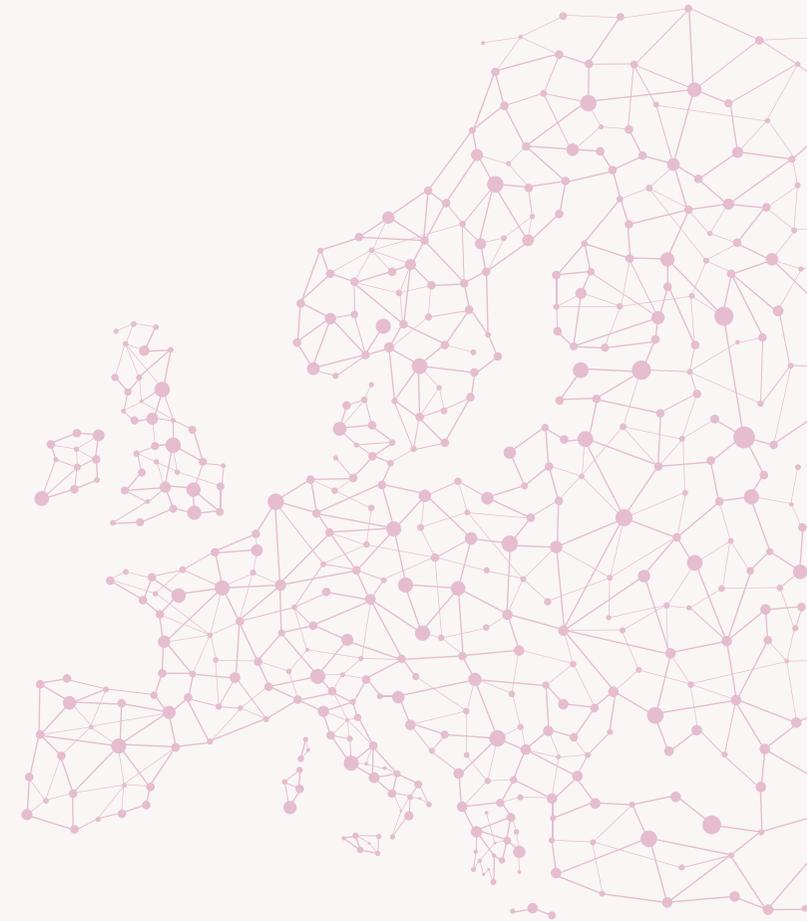


259,244

Direct Employees

2,676,571

Indirect Employees



Employment overview



In 2023, the European cosmetics industry employed nearly **2,936,000** people including **27,531** scientists. There were **744,886** life science students in Europe.

European cosmetics market 2021-2023

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

| Country | National Currencies | 2021 | | 2022 | | 2023 | | 2023/22 | |
|----------------|---------------------|---------|---------|---------|---------|---------|---------|---------|------|
| | | billion | | billion | | billion | | +/- % | |
| | | RSP | MSP | RSP | MSP | RSP | MSP | RSP | MSP |
| Austria | € | 1.529 | 0.953 | 1.639 | 1.023 | 1.755 | 1.095 | 7.1 | 7.1 |
| Belgium/Lux | € | 2.034 | 1.034 | 2.164 | 1.100 | 2.310 | 1.173 | 6.7 | 6.7 |
| Bulgaria | BGN | 0.874 | 0.565 | 0.939 | 0.607 | 1.079 | 0.698 | 15.0 | 15.0 |
| Croatia | € | 0.411 | 0.233 | 0.449 | 0.254 | 0.486 | 0.275 | 8.4 | 8.4 |
| Czech Republic | CZK | 19.807 | 12.379 | 21.976 | 13.735 | 24.624 | 15.390 | 12.0 | 12.0 |
| Denmark | DKK | 10.565 | 5.623 | 10.672 | 5.689 | 11.029 | 5.880 | 3.3 | 3.4 |
| Estonia | € | 0.152 | 0.084 | 0.174 | 0.096 | 0.197 | 0.108 | 13.3 | 13.1 |
| Finland | € | 1.009 | 0.575 | 1.055 | 0.601 | 1.133 | 0.646 | 7.4 | 7.5 |
| France | € | 12.187 | 7.332 | 12.935 | 7.765 | 13.749 | 8.240 | 6.3 | 6.1 |
| Germany | € | 13.604 | 8.777 | 14.333 | 9.247 | 15.853 | 10.228 | 10.6 | 10.6 |
| Greece | € | 0.997 | 0.727 | 1.066 | 0.778 | 1.200 | 0.875 | 12.5 | 12.5 |
| Hungary | HUF | 295.154 | 174.272 | 352.484 | 207.658 | 416.928 | 245.348 | 18.3 | 18.1 |
| Ireland | € | 0.870 | 0.524 | 0.984 | 0.591 | 1.064 | 0.639 | 8.2 | 8.1 |
| Italy | € | 10.563 | 6.666 | 11.458 | 7.177 | 12.530 | 7.788 | 9.4 | 8.5 |
| Latvia | € | 0.186 | 0.096 | 0.217 | 0.111 | 0.242 | 0.124 | 11.6 | 11.4 |
| Lithuania | € | 0.279 | 0.143 | 0.320 | 0.163 | 0.382 | 0.193 | 19.4 | 18.2 |
| Netherlands | € | 2.898 | 1.623 | 3.100 | 1.731 | 3.362 | 1.876 | 8.5 | 8.4 |
| Poland | PLN | 18.739 | 12.212 | 21.174 | 13.776 | 23.509 | 15.278 | 11.0 | 10.9 |
| Portugal | € | 1.486 | 0.924 | 1.658 | 1.030 | 1.766 | 1.097 | 6.5 | 6.5 |
| Romania | RON | 7.647 | 4.393 | 8.530 | 4.894 | 9.361 | 5.368 | 9.8 | 9.7 |
| Slovakia | € | 0.658 | 0.403 | 0.706 | 0.433 | 0.750 | 0.459 | 6.2 | 6.2 |
| Slovenia | € | 0.186 | 0.106 | 0.204 | 0.116 | 0.225 | 0.128 | 10.2 | 10.2 |
| Spain | € | 8.364 | 5.139 | 9.282 | 5.677 | 10.404 | 6.348 | 12.1 | 11.8 |
| Sweden | SEK | 22.907 | 12.790 | 25.411 | 14.153 | 27.885 | 15.497 | 9.7 | 9.5 |
| Norway | NOK | 16.301 | 8.685 | 16.734 | 8.922 | 17.540 | 9.337 | 4.8 | 4.7 |
| United Kingdom | GBP | 8.488 | 4.716 | 8.726 | 4.848 | 9.568 | 5.316 | 9.7 | 9.7 |
| Switzerland | CHF | 2.009 | 1.296 | 2.325 | 1.500 | 2.295 | 1.481 | -1.3 | -1.3 |

* Professional hair care included

Source: Cosmetics Europe & Euromonitor International

European cosmetics market 2021-2023

Market volume by country euro / RSP basis

| Country | 2021 billion euro | 2022 billion euro | 2023 billion euro | 2023/22 +/- % | 2023 % share |
|-----------------------------------|----------------------|----------------------|----------------------|------------------|-----------------|
| Germany | 13.604 | 14.333 | 15.853 | 10.60 | 16.6 |
| France | 12.187 | 12.935 | 13.749 | 6.29 | 14.4 |
| Italy | 10.563 | 11.458 | 12.530 | 9.35 | 13.1 |
| Spain | 8.364 | 9.282 | 10.404 | 12.09 | 10.9 |
| Poland | 4.101 | 4.515 | 5.173 | 14.57 | 5.4 |
| Netherlands | 2.898 | 3.100 | 3.362 | 8.45 | 3.5 |
| Sweden | 2.258 | 2.390 | 2.431 | 1.69 | 2.5 |
| Belgium/Lux | 2.034 | 2.164 | 2.310 | 6.74 | 2.4 |
| Romania | 1.554 | 1.730 | 1.892 | 9.39 | 2.0 |
| Portugal | 1.486 | 1.658 | 1.766 | 6.50 | 1.8 |
| Austria | 1.529 | 1.639 | 1.755 | 7.07 | 1.8 |
| Denmark | 1.421 | 1.434 | 1.480 | 3.22 | 1.5 |
| Greece | 0.997 | 1.066 | 1.200 | 12.49 | 1.3 |
| Finland | 1.009 | 1.055 | 1.133 | 7.44 | 1.2 |
| Hungary | 0.827 | 0.900 | 1.092 | 21.38 | 1.1 |
| Ireland | 0.870 | 0.984 | 1.064 | 8.18 | 1.1 |
| Czech Republic | 0.772 | 0.894 | 1.026 | 14.69 | 1.1 |
| Slovakia | 0.658 | 0.706 | 0.750 | 6.22 | 0.8 |
| Bulgaria | 0.447 | 0.480 | 0.552 | 15.01 | 0.6 |
| Croatia | 0.411 | 0.449 | 0.486 | 8.37 | 0.5 |
| Lithuania | 0.279 | 0.320 | 0.382 | 19.37 | 0.4 |
| Latvia | 0.186 | 0.217 | 0.242 | 11.60 | 0.3 |
| Slovenia | 0.186 | 0.204 | 0.225 | 10.18 | 0.2 |
| Estonia | 0.152 | 0.174 | 0.197 | 13.35 | 0.2 |
| EU-27 (excl. Malta/Cyprus) | 68.792 | 74.088 | 81.053 | 9.4 | 84.7 |
| United Kingdom | 9.869 | 10.230 | 10.998 | 7.51 | 11.5 |
| Switzerland | 1.858 | 2.114 | 2.087 | -1.29 | 2.2 |
| Norway | 1.604 | 1.654 | 1.534 | -7.27 | 1.6 |
| Europe | 82.123 | 88.086 | 95.672 | 8.6 | 100.0 |

Source: Cosmetics Europe & Euromonitor International

European cosmetics market 2021-2023

Market volume by country euro / MSP basis

| Country | 2021 billion euro | 2022 billion euro | 2023 billion euro | 2023/22 +/- % | 2023 % share |
|-----------------------------------|----------------------|----------------------|----------------------|------------------|-----------------|
| Germany | 8.777 | 9.247 | 10.228 | 10.60 | 17.7 |
| France | 7.332 | 7.765 | 8.240 | 6.12 | 14.3 |
| Italy | 6.666 | 7.177 | 7.788 | 8.51 | 13.5 |
| Spain | 5.139 | 5.677 | 6.348 | 11.82 | 11.0 |
| Poland | 2.673 | 2.938 | 3.362 | 14.43 | 5.8 |
| Netherlands | 1.623 | 1.731 | 1.876 | 8.38 | 3.2 |
| Belgium/Luxembourg | 1.261 | 1.331 | 1.351 | 1.47 | 2.3 |
| Sweden | 1.034 | 1.100 | 1.173 | 6.67 | 2.0 |
| Portugal | 0.924 | 1.030 | 1.097 | 6.50 | 1.9 |
| Austria | 0.953 | 1.023 | 1.095 | 7.13 | 1.9 |
| Greece | 0.893 | 0.993 | 1.085 | 9.33 | 1.9 |
| Denmark | 0.727 | 0.778 | 0.875 | 12.48 | 1.5 |
| Romania | 0.756 | 0.764 | 0.789 | 3.24 | 1.4 |
| Czech Republic | 0.575 | 0.601 | 0.646 | 7.48 | 1.1 |
| Finland | 0.488 | 0.530 | 0.643 | 21.24 | 1.1 |
| Ireland | 0.483 | 0.559 | 0.641 | 14.69 | 1.1 |
| Hungary | 0.524 | 0.591 | 0.639 | 8.07 | 1.1 |
| Slovakia | 0.403 | 0.433 | 0.459 | 6.17 | 0.8 |
| Croatia | 0.289 | 0.310 | 0.357 | 15.01 | 0.6 |
| Bulgaria | 0.233 | 0.254 | 0.275 | 8.44 | 0.5 |
| Lithuania | 0.143 | 0.163 | 0.193 | 18.18 | 0.3 |
| Slovenia | 0.106 | 0.116 | 0.128 | 10.16 | 0.2 |
| Latvia | 0.096 | 0.111 | 0.124 | 11.35 | 0.2 |
| Estonia | 0.084 | 0.096 | 0.108 | 13.09 | 0.2 |
| EU-27 (excl. Malta/Cyprus) | 42.179 | 45.316 | 49.518 | - | 85.7 |
| United Kingdom | 5.483 | 5.683 | 6.110 | 7.51 | 10.6 |
| Switzerland | 1.199 | 1.364 | 1.346 | -1.29 | 2.3 |
| Norway | 0.855 | 0.882 | 0.817 | -7.41 | 1.4 |
| Europe | 49.715 | 53.245 | 57.791 | 8.5 | 100.0 |

Source: Cosmetics Europe & Euromonitor International

European cosmetics market 2023

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

| Country | Fragrances / Perfumes | Decorative Cosmetics | Skin Care | Hair Care | Toiletries | TOTAL |
|------------------------------------|-----------------------|----------------------|---------------|---------------|---------------|---------------|
| Germany | 1.985 | 2.003 | 3.421 | 3.586 | 4.858 | 15.853 |
| France | 3.028 | 1.180 | 4.254 | 1.892 | 3.394 | 13.749 |
| Italy | 1.610 | 2.471 | 4.455 | 1.888 | 2.106 | 12.530 |
| Spain | 1.985 | 1.036 | 3.400 | 1.822 | 2.161 | 10.404 |
| Poland | 0.597 | 0.620 | 1.487 | 1.037 | 1.432 | 5.173 |
| Netherlands | 0.657 | 0.452 | 0.717 | 0.635 | 0.901 | 3.362 |
| Sweden | 0.234 | 0.564 | 0.790 | 0.405 | 0.437 | 2.431 |
| Belgium/Luxembourg | 0.496 | 0.327 | 0.705 | 0.297 | 0.485 | 2.310 |
| Romania | 0.335 | 0.287 | 0.514 | 0.302 | 0.455 | 1.893 |
| Portugal | 0.278 | 0.153 | 0.555 | 0.273 | 0.507 | 1.766 |
| Austria | 0.219 | 0.283 | 0.510 | 0.328 | 0.415 | 1.755 |
| Denmark | 0.256 | 0.260 | 0.453 | 0.290 | 0.220 | 1.480 |
| Greece | 0.134 | 0.167 | 0.462 | 0.307 | 0.130 | 1.200 |
| Finland | 0.051 | 0.194 | 0.375 | 0.289 | 0.223 | 1.133 |
| Hungary | 0.135 | 0.133 | 0.260 | 0.164 | 0.400 | 1.092 |
| Ireland | 0.162 | 0.134 | 0.267 | 0.204 | 0.296 | 1.064 |
| Czech Republic | 0.136 | 0.144 | 0.284 | 0.214 | 0.248 | 1.026 |
| Slovakia | 0.102 | 0.109 | 0.204 | 0.135 | 0.200 | 0.750 |
| Bulgaria | 0.071 | 0.079 | 0.144 | 0.108 | 0.149 | 0.552 |
| Croatia | 0.053 | 0.070 | 0.163 | 0.063 | 0.137 | 0.486 |
| Lithuania | 0.078 | 0.060 | 0.119 | 0.055 | 0.069 | 0.382 |
| Latvia | 0.046 | 0.030 | 0.079 | 0.043 | 0.045 | 0.242 |
| Slovenia | 0.024 | 0.029 | 0.076 | 0.040 | 0.056 | 0.225 |
| Estonia | 0.037 | 0.023 | 0.056 | 0.036 | 0.045 | 0.197 |
| EU (excluding Malta/Cyprus) | 12.708 | 10.807 | 23.752 | 14.416 | 19.371 | 81.054 |
| United Kingdom | 2.313 | 1.270 | 2.753 | 1.610 | 3.052 | 10.998 |
| Switzerland | 0.303 | 0.265 | 0.679 | 0.463 | 0.377 | 2.087 |
| Norway | 0.113 | 0.330 | 0.522 | 0.349 | 0.220 | 1.534 |
| Europe | 15.438 | 12.671 | 27.706 | 16.838 | 23.019 | 95.672 |

Source: Cosmetics Europe & Euromonitor International

European cosmetics market 2023

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

| Country | Fragrances / Perfumes | Decorative Cosmetics | Skin Care | Hair Care | Toiletries | TOTAL |
|------------------------------------|-----------------------|----------------------|---------------|---------------|---------------|---------------|
| Germany | 1.281 | 1.292 | 2.207 | 2.314 | 3.134 | 10.228 |
| France | 1.699 | 0.709 | 2.524 | 1.168 | 2.139 | 8.240 |
| Italy | 0.953 | 1.525 | 2.700 | 1.302 | 1.308 | 7.788 |
| Spain | 1.228 | 0.616 | 2.031 | 1.122 | 1.350 | 6.348 |
| Poland | 0.319 | 0.411 | 0.994 | 0.671 | 0.967 | 3.362 |
| Netherlands | 0.330 | 0.223 | 0.410 | 0.410 | 0.503 | 1.876 |
| Sweden | 0.117 | 0.308 | 0.429 | 0.231 | 0.267 | 1.351 |
| Belgium/Luxembourg | 0.225 | 0.165 | 0.356 | 0.161 | 0.265 | 1.173 |
| Portugal | 0.165 | 0.096 | 0.342 | 0.173 | 0.321 | 1.097 |
| Austria | 0.125 | 0.182 | 0.324 | 0.204 | 0.260 | 1.095 |
| Romania | 0.179 | 0.167 | 0.292 | 0.177 | 0.270 | 1.085 |
| Greece | 0.089 | 0.124 | 0.330 | 0.219 | 0.113 | 0.875 |
| Denmark | 0.129 | 0.137 | 0.239 | 0.158 | 0.127 | 0.789 |
| Finland | 0.023 | 0.109 | 0.210 | 0.170 | 0.133 | 0.646 |
| Hungary | 0.076 | 0.074 | 0.145 | 0.101 | 0.247 | 0.643 |
| Czech Republic | 0.085 | 0.090 | 0.178 | 0.134 | 0.155 | 0.641 |
| Ireland | 0.084 | 0.080 | 0.163 | 0.126 | 0.187 | 0.639 |
| Slovakia | 0.062 | 0.067 | 0.124 | 0.083 | 0.124 | 0.459 |
| Bulgaria | 0.045 | 0.051 | 0.093 | 0.070 | 0.098 | 0.357 |
| Croatia | 0.029 | 0.039 | 0.091 | 0.036 | 0.080 | 0.275 |
| Lithuania | 0.036 | 0.029 | 0.056 | 0.032 | 0.040 | 0.193 |
| Slovenia | 0.012 | 0.016 | 0.043 | 0.024 | 0.033 | 0.128 |
| Latvia | 0.022 | 0.015 | 0.040 | 0.022 | 0.024 | 0.124 |
| Estonia | 0.017 | 0.013 | 0.030 | 0.021 | 0.027 | 0.108 |
| EU (excluding Malta/Cyprus) | 7.330 | 6.538 | 14.350 | 9.129 | 12.172 | 49.518 |
| United Kingdom | 1.285 | 0.705 | 1.530 | 0.895 | 1.696 | 6.110 |
| Switzerland | 0.196 | 0.171 | 0.438 | 0.299 | 0.243 | 1.346 |
| Norway | 0.055 | 0.174 | 0.275 | 0.188 | 0.125 | 0.817 |
| Europe | 8.865 | 7.588 | 16.592 | 10.510 | 14.236 | 57.791 |

Source: Cosmetics Europe & Euromonitor International

European cosmetics market 2023

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

| Country | Fragrances / Perfumes | Decorative Cosmetics | Skin Care | Hair Care | Toiletries | TOTAL |
|------------------------------------|-----------------------|----------------------|-------------|-------------|-------------|--------------|
| Germany | 12.5 | 12.6 | 21.6 | 22.6 | 30.6 | 100.0 |
| France | 22.0 | 8.6 | 30.9 | 13.8 | 24.7 | 100.0 |
| Italy | 12.8 | 19.7 | 35.6 | 15.1 | 16.8 | 100.0 |
| Spain | 19.1 | 10.0 | 32.7 | 17.5 | 20.8 | 100.0 |
| Netherlands | 19.5 | 13.4 | 21.3 | 18.9 | 26.8 | 100.0 |
| Poland | 11.5 | 12.0 | 28.7 | 20.1 | 27.7 | 100.0 |
| Belgium/Luxembourg | 21.5 | 14.2 | 30.5 | 12.9 | 21.0 | 100.0 |
| Sweden | 9.6 | 23.2 | 32.5 | 16.7 | 18.0 | 100.0 |
| Greece | 11.2 | 13.9 | 38.5 | 25.6 | 10.8 | 100.0 |
| Austria | 12.5 | 16.1 | 29.0 | 18.7 | 23.7 | 100.0 |
| Portugal | 15.7 | 8.7 | 31.5 | 15.5 | 28.7 | 100.0 |
| Denmark | 17.3 | 17.6 | 30.6 | 19.6 | 14.9 | 100.0 |
| Romania | 17.7 | 15.1 | 27.2 | 15.9 | 24.1 | 100.0 |
| Czech Republic | 13.2 | 14.0 | 27.7 | 20.8 | 24.2 | 100.0 |
| Finland | 4.5 | 17.1 | 33.1 | 25.5 | 19.7 | 100.0 |
| Hungary | 12.4 | 12.2 | 23.8 | 15.0 | 36.6 | 100.0 |
| Ireland | 15.2 | 12.6 | 25.1 | 19.2 | 27.8 | 100.0 |
| Slovakia | 13.5 | 14.6 | 27.2 | 18.0 | 26.7 | 100.0 |
| Bulgaria | 12.9 | 14.3 | 26.1 | 19.6 | 27.0 | 100.0 |
| Lithuania | 20.4 | 15.8 | 31.3 | 14.5 | 18.1 | 100.0 |
| Croatia | 10.9 | 14.3 | 33.5 | 13.0 | 28.2 | 100.0 |
| Slovenia | 10.7 | 12.7 | 33.7 | 18.0 | 24.9 | 100.0 |
| Latvia | 18.8 | 12.2 | 32.5 | 17.7 | 18.7 | 100.0 |
| Estonia | 18.6 | 11.6 | 28.6 | 18.3 | 22.8 | 100.0 |
| EU (excluding Malta/Cyprus) | 15.7 | 13.3 | 29.3 | 17.8 | 23.9 | 100.0 |
| United Kingdom | 21.0 | 11.5 | 25.0 | 14.6 | 27.8 | 100.0 |
| Switzerland | 14.5 | 12.7 | 32.5 | 22.2 | 18.1 | 100.0 |
| Norway | 7.4 | 21.5 | 34.0 | 22.8 | 14.3 | 100.0 |
| Europe | 16.1 | 13.2 | 29.0 | 17.6 | 24.1 | 100.0 |

Source: Cosmetics Europe & Euromonitor International

European cosmetics market 2023

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

| Country | Fragrances / Perfumes | Decorative Cosmetics | Skin Care | Hair Care | Toiletries | TOTAL |
|------------------------------------|-----------------------|----------------------|-------------|-------------|-------------|--------------|
| Germany | 12.5 | 12.6 | 21.6 | 22.6 | 30.6 | 100.0 |
| France | 20.6 | 8.6 | 30.6 | 14.2 | 26.0 | 100.0 |
| Italy | 12.2 | 19.6 | 34.7 | 16.7 | 16.8 | 100.0 |
| Spain | 19.3 | 9.7 | 32.0 | 17.7 | 21.3 | 100.0 |
| Netherlands | 17.6 | 11.9 | 21.8 | 21.8 | 26.8 | 100.0 |
| Poland | 9.5 | 12.2 | 29.6 | 20.0 | 28.8 | 100.0 |
| Belgium/Luxembourg | 19.2 | 14.1 | 30.3 | 13.8 | 22.6 | 100.0 |
| Sweden | 8.6 | 22.8 | 31.8 | 17.1 | 19.7 | 100.0 |
| Greece | 10.2 | 14.2 | 37.7 | 25.0 | 12.9 | 100.0 |
| Austria | 11.5 | 16.6 | 29.5 | 18.6 | 23.8 | 100.0 |
| Portugal | 15.0 | 8.8 | 31.2 | 15.8 | 29.3 | 100.0 |
| Denmark | 16.4 | 17.3 | 30.3 | 20.0 | 16.0 | 100.0 |
| Romania | 16.5 | 15.4 | 26.9 | 16.3 | 24.9 | 100.0 |
| Czech Republic | 13.2 | 14.0 | 27.7 | 20.8 | 24.2 | 100.0 |
| Finland | 3.6 | 16.8 | 32.6 | 26.3 | 20.7 | 100.0 |
| Hungary | 11.8 | 11.5 | 22.5 | 15.7 | 38.4 | 100.0 |
| Ireland | 13.1 | 12.5 | 25.5 | 19.7 | 29.2 | 100.0 |
| Slovakia | 13.4 | 14.5 | 27.0 | 18.1 | 27.0 | 100.0 |
| Bulgaria | 12.7 | 14.3 | 25.9 | 19.7 | 27.3 | 100.0 |
| Lithuania | 18.6 | 14.9 | 29.0 | 16.6 | 20.9 | 100.0 |
| Croatia | 10.4 | 14.3 | 33.0 | 13.2 | 29.0 | 100.0 |
| Slovenia | 9.5 | 12.8 | 33.5 | 18.5 | 25.7 | 100.0 |
| Latvia | 18.2 | 12.5 | 32.1 | 18.1 | 19.2 | 100.0 |
| Estonia | 16.0 | 12.0 | 28.1 | 19.3 | 24.5 | 100.0 |
| EU (excluding Malta/Cyprus) | 14.8 | 13.2 | 29.0 | 18.4 | 24.6 | 100.0 |
| United Kingdom | 21.0 | 11.5 | 25.0 | 14.6 | 27.8 | 100.0 |
| Switzerland | 14.5 | 12.7 | 32.5 | 22.2 | 18.1 | 100.0 |
| Norway | 6.7 | 21.3 | 33.6 | 23.0 | 15.4 | 100.0 |
| Europe | 15.3 | 13.1 | 28.7 | 18.2 | 24.6 | 100.0 |

Source: Cosmetics Europe & Euromonitor International

European cosmetics market 2023

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

| Country | Fragrances / Perfumes | Decorative Cosmetics | Skin Care | Hair Care | Toiletries | TOTAL |
|------------------------------------|-----------------------|----------------------|--------------|--------------|--------------|--------------|
| Germany | 12.9 | 15.8 | 12.3 | 21.3 | 21.1 | 16.6 |
| France | 19.6 | 9.3 | 15.4 | 11.2 | 14.7 | 14.4 |
| Italy | 10.4 | 19.5 | 16.1 | 11.2 | 9.2 | 13.1 |
| Spain | 12.9 | 8.2 | 12.3 | 10.8 | 9.4 | 10.9 |
| Poland | 3.9 | 4.9 | 5.4 | 6.2 | 6.2 | 5.4 |
| Netherlands | 4.3 | 3.6 | 2.6 | 3.8 | 3.9 | 3.5 |
| Sweden | 1.5 | 4.5 | 2.9 | 2.4 | 1.9 | 2.5 |
| Belgium/Luxembourg | 3.2 | 2.6 | 2.5 | 1.8 | 2.1 | 2.4 |
| Romania | 2.2 | 2.3 | 1.9 | 1.8 | 2.0 | 2.0 |
| Portugal | 1.8 | 1.2 | 2.0 | 1.6 | 2.2 | 1.8 |
| Austria | 1.4 | 2.2 | 1.8 | 1.9 | 1.8 | 1.8 |
| Denmark | 1.7 | 2.1 | 1.6 | 1.7 | 1.0 | 1.5 |
| Greece | 0.9 | 1.3 | 1.7 | 1.8 | 0.6 | 1.3 |
| Finland | 0.3 | 1.5 | 1.4 | 1.7 | 1.0 | 1.2 |
| Ireland | 0.9 | 1.0 | 0.9 | 1.0 | 1.7 | 1.1 |
| Czech Republic | 1.0 | 1.1 | 1.0 | 1.2 | 1.3 | 1.1 |
| Hungary | 0.9 | 1.1 | 1.0 | 1.3 | 1.1 | 1.1 |
| Slovakia | 0.7 | 0.9 | 0.7 | 0.8 | 0.9 | 0.8 |
| Bulgaria | 0.5 | 0.6 | 0.5 | 0.6 | 0.6 | 0.6 |
| Croatia | 0.3 | 0.5 | 0.6 | 0.4 | 0.6 | 0.5 |
| Lithuania | 0.5 | 0.5 | 0.4 | 0.3 | 0.3 | 0.4 |
| Slovenia | 0.3 | 0.2 | 0.3 | 0.3 | 0.2 | 0.3 |
| Latvia | 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) | 82.3 | 85.3 | 85.7 | 85.6 | 84.1 | 84.7 |
| United Kingdom | 15.0 | 10.0 | 9.9 | 9.6 | 13.3 | 11.5 |
| Switzerland | 2.0 | 2.1 | 2.5 | 2.7 | 1.6 | 2.2 |
| Norway | 0.7 | 2.6 | 1.9 | 2.1 | 1.0 | 1.6 |
| Europe | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Source: Cosmetics Europe & Euromonitor International

European cosmetics market 2023

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

| Country | Fragrances / Perfumes | Decorative Cosmetics | Skin Care | Hair Care | Toiletries | TOTAL |
|------------------------------------|-----------------------|----------------------|--------------|--------------|--------------|--------------|
| Germany | 14.4 | 17.0 | 13.3 | 22.0 | 22.0 | 17.7 |
| France | 19.2 | 9.3 | 15.2 | 11.1 | 15.0 | 14.3 |
| Italy | 10.7 | 20.1 | 16.3 | 12.4 | 9.2 | 13.5 |
| Spain | 13.9 | 8.1 | 12.2 | 10.7 | 9.5 | 11.0 |
| Poland | 3.6 | 5.4 | 6.0 | 6.4 | 6.8 | 5.8 |
| Netherlands | 3.7 | 2.9 | 2.5 | 3.9 | 3.5 | 3.2 |
| Sweden | 1.3 | 4.1 | 2.6 | 2.2 | 1.9 | 2.3 |
| Belgium/Luxembourg | 2.5 | 2.2 | 2.1 | 1.5 | 1.9 | 2.0 |
| Austria | 1.9 | 1.3 | 2.1 | 1.6 | 2.3 | 1.9 |
| Portugal | 1.4 | 2.4 | 2.0 | 1.9 | 1.8 | 1.9 |
| Romania | 2.0 | 2.2 | 1.8 | 1.7 | 1.9 | 1.9 |
| Greece | 1.0 | 1.6 | 2.0 | 2.1 | 0.8 | 1.5 |
| Denmark | 1.5 | 1.8 | 1.4 | 1.5 | 0.9 | 1.4 |
| Ireland | 0.3 | 1.4 | 1.3 | 1.6 | 0.9 | 1.1 |
| Czech Republic | 0.9 | 1.0 | 0.9 | 1.0 | 1.7 | 1.1 |
| Finland | 1.0 | 1.2 | 1.1 | 1.3 | 1.1 | 1.1 |
| Hungary | 0.9 | 1.1 | 1.0 | 1.2 | 1.3 | 1.1 |
| Slovakia | 0.7 | 0.9 | 0.7 | 0.8 | 0.9 | 0.8 |
| Bulgaria | 0.5 | 0.7 | 0.6 | 0.7 | 0.7 | 0.6 |
| Croatia | 0.3 | 0.5 | 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 | 0.2 | 0.2 |
| Estonia | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 |
| EU (excluding Malta/Cyprus) | 82.7 | 86.2 | 86.5 | 86.9 | 85.5 | 85.7 |
| United Kingdom | 14.5 | 9.3 | 9.2 | 8.5 | 11.9 | 10.6 |
| Switzerland | 2.2 | 2.3 | 2.6 | 2.8 | 1.7 | 2.3 |
| Norway | 0.6 | 2.3 | 1.7 | 1.8 | 0.9 | 1.4 |
| Europe | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Source: Cosmetics Europe & Euromonitor International

European cosmetics market 2023

Changes in national markets by product category 2023/2022 (%) euro / RSP basis

| Country | Fragrances / Perfumes | Decorative Cosmetics | Skin Care | Hair Care | Toiletries | TOTAL |
|--------------------|-----------------------|----------------------|-------------|------------|------------|-------------|
| Lithuania | 21.4 | 19.6 | 26.9 | 10.6 | 12.6 | 19.4 |
| Hungary | 20.1 | 18.1 | 20.8 | 19.1 | 15.9 | 18.3 |
| Bulgaria | 18.6 | 15.5 | 15.7 | 14.5 | 12.9 | 15.0 |
| Czech Republic | 13.3 | 16.7 | 17.8 | 12.1 | 13.1 | 14.7 |
| Estonia | 15.2 | 14.2 | 16.0 | 10.1 | 10.9 | 13.3 |
| Greece | 14.1 | 19.3 | 12.1 | 9.3 | 11.6 | 12.5 |
| Spain | 13.8 | 12.2 | 14.3 | 9.8 | 9.1 | 12.1 |
| Latvia | 9.9 | 15.1 | 14.5 | 8.8 | 9.0 | 11.6 |
| Poland | 12.3 | 10.8 | 13.8 | 10.5 | 8.2 | 11.0 |
| Germany | 15.0 | 17.7 | 8.6 | 9.9 | 8.1 | 10.6 |
| Slovenia | 9.1 | 10.5 | 9.7 | 11.7 | 10.1 | 10.2 |
| Romania | 6.6 | 11.2 | 14.1 | 9.5 | 6.8 | 9.8 |
| Sweden | 12.2 | 8.7 | 11.0 | 9.5 | 7.9 | 9.7 |
| Italy | 12.4 | 12.6 | 8.8 | 5.5 | 8.1 | 9.4 |
| Netherlands | 11.4 | 6.9 | 8.6 | 7.1 | 8.0 | 8.5 |
| Croatia | 5.6 | 7.2 | 6.8 | 9.4 | 11.6 | 8.4 |
| Ireland | 11.3 | 9.2 | 8.6 | 6.6 | 6.8 | 8.2 |
| Finland | 13.8 | 9.3 | 8.4 | 5.9 | 4.9 | 7.4 |
| Austria | 5.2 | 8.0 | 8.0 | 7.4 | 6.2 | 7.1 |
| Belgium/Luxembourg | 9.3 | 6.0 | 5.8 | 7.9 | 5.3 | 6.7 |
| Portugal | 4.9 | 21.1 | 6.0 | 4.7 | 5.1 | 6.5 |
| France | 11.3 | 3.1 | 6.6 | 4.3 | 3.9 | 6.3 |
| Slovakia | 5.6 | 9.7 | 8.1 | 5.6 | 3.3 | 6.2 |
| Denmark | 4.8 | 9.0 | -0.1 | 2.9 | 3.2 | 3.3 |
| United Kingdom | 9.4 | 8.9 | 11.8 | 7.3 | 9.5 | 9.7 |
| Norway | 12.4 | 6.8 | 4.3 | 4.7 | -0.2 | 4.8 |
| Switzerland | -7.0 | -4.4 | 0.1 | 1.8 | -0.3 | -1.3 |
| Europe | 11.5 | 11.2 | 10.0 | 8.1 | 7.9 | 9.6 |

Source: Cosmetics Europe & Euromonitor International

European cosmetics market 2023

Changes in national markets by product category 2023/2022 (%) euro / MSP basis

| Country | Fragrances / Perfumes | Decorative Cosmetics | Skin Care | Hair Care | Toiletries | TOTAL |
|--------------------|-----------------------|----------------------|------------|------------|------------|-------------|
| Lithuania | 20.7 | 19.6 | 25.3 | 10.6 | 12.6 | 18.2 |
| Hungary | 19.8 | 18.0 | 20.7 | 19.2 | 15.9 | 18.2 |
| Bulgaria | 18.5 | 15.4 | 15.6 | 14.5 | 12.8 | 14.9 |
| Czech Republic | 13.4 | 16.8 | 17.8 | 12.0 | 13.1 | 14.7 |
| Estonia | 15.2 | 14.2 | 15.3 | 10.0 | 10.9 | 13.1 |
| Greece | 14.1 | 19.3 | 12.1 | 9.3 | 11.6 | 12.5 |
| Spain | 13.5 | 12.0 | 14.1 | 9.5 | 8.9 | 11.8 |
| Latvia | 9.8 | 15.1 | 13.9 | 8.8 | 9.0 | 11.4 |
| Poland | 11.7 | 10.7 | 13.8 | 10.4 | 8.2 | 10.9 |
| Germany | 15.0 | 17.7 | 8.6 | 9.9 | 8.1 | 10.6 |
| Slovenia | 9.0 | 10.5 | 9.7 | 11.7 | 10.1 | 10.2 |
| Romania | 6.2 | 11.3 | 14.1 | 9.4 | 6.8 | 9.7 |
| Sweden | 12.0 | 8.4 | 10.9 | 9.1 | 7.9 | 9.5 |
| Italy | 11.1 | 11.9 | 8.2 | 4.8 | 7.4 | 8.5 |
| Croatia | 5.6 | 7.3 | 6.8 | 9.4 | 11.6 | 8.4 |
| Netherlands | 11.4 | 6.9 | 8.6 | 7.1 | 8.0 | 8.4 |
| Ireland | 11.2 | 9.2 | 8.6 | 6.6 | 6.8 | 8.1 |
| Finland | 13.9 | 9.4 | 8.6 | 6.1 | 4.9 | 7.5 |
| Austria | 5.3 | 7.9 | 8.0 | 7.4 | 6.2 | 7.1 |
| Belgium/Luxembourg | 9.3 | 6.0 | 5.8 | 7.9 | 5.3 | 6.7 |
| Portugal | 4.8 | 21.1 | 6.0 | 4.7 | 5.1 | 6.5 |
| Slovakia | 5.6 | 9.7 | 8.0 | 5.5 | 3.3 | 6.2 |
| France | 11.1 | 3.1 | 6.6 | 4.3 | 3.9 | 6.1 |
| Denmark | 4.7 | 9.0 | 0.0 | 2.9 | 3.3 | 3.4 |
| United Kingdom | 9.4 | 8.9 | 11.8 | 7.3 | 9.5 | 9.7 |
| Norway | 12.4 | 6.5 | 4.3 | 4.7 | -0.1 | 4.7 |
| Switzerland | -7.1 | -4.4 | 0.1 | 1.8 | -0.3 | -1.3 |
| Europe | 11.0 | 10.7 | 9.4 | 7.6 | 7.4 | 9.0 |

Source: Cosmetics Europe & Euromonitor International

European cosmetics market 2021-2023

Per capita consumption by country euro / RSP Basis

| Country | 2021 | 2022 | 2023 |
|---|------------|------------|------------|
| Denmark | 243 | 245 | 253 |
| Sweden | 192 | 212 | 231 |
| Spain | 177 | 196 | 216 |
| Italy | 178 | 194 | 212 |
| Ireland | 174 | 194 | 210 |
| Finland | 182 | 190 | 205 |
| France | 180 | 191 | 202 |
| Austria | 171 | 183 | 193 |
| Netherlands | 165 | 176 | 189 |
| Germany | 164 | 170 | 187 |
| Belgium/Luxembourg | 167 | 176 | 186 |
| Portugal | 144 | 160 | 171 |
| Estonia | 114 | 131 | 144 |
| Poland | 111 | 126 | 141 |
| Slovakia | 120 | 130 | 138 |
| Lithuania | 100 | 114 | 134 |
| Latvia | 98 | 115 | 128 |
| Croatia | 102 | 116 | 126 |
| Greece | 93 | 102 | 116 |
| Hungary | 79 | 95 | 114 |
| Slovenia | 88 | 97 | 106 |
| Romania | 81 | 91 | 99 |
| Czech Republic | 72 | 84 | 95 |
| Bulgaria | 65 | 70 | 86 |
| Average EU-27 (excl. Malta/Cyprus) | 136 | 148 | 162 |
| United Kingdom | 145 | 149 | 162 |
| Norway | 264 | 270 | 280 |
| Switzerland | 210 | 240 | 233 |
| Europe | 144 | 156 | 169 |

Source: Cosmetics Europe & Euromonitor International

Population 2021-2023 by country

in millions of inhabitants

| Country | 2021 | 2022 | 2023 |
|-----------------------------------|----------------|----------------|----------------|
| Germany | 83,200 | 84,300 | 84,700 |
| France | 67,657 | 67,872 | 68,173 |
| Italy | 59,236 | 59,030 | 58,997 |
| Spain | 47,385 | 47,433 | 48,085 |
| Poland | 37,073 | 36,890 | 36,754 |
| Romania | 19,202 | 19,042 | 19,055 |
| Netherlands | 17,591 | 17,591 | 17,811 |
| Belgium/Luxembourg | 12,189 | 12,263 | 12,404 |
| Czech Republic | 10,702 | 10,517 | 10,828 |
| Sweden | 10,379 | 10,452 | 10,522 |
| Portugal | 10,298 | 10,352 | 10,467 |
| Greece | 10,679 | 10,432 | 10,341 |
| Hungary | 9,731 | 9,689 | 9,600 |
| Austria | 8,933 | 8,979 | 8,887 |
| Bulgaria | 6,917 | 6,839 | 6,448 |
| Denmark | 5,840 | 5,873 | 5,933 |
| Finland | 5,534 | 5,548 | 5,564 |
| Slovakia | 5,460 | 5,435 | 5,429 |
| Ireland | 5,006 | 5,060 | 5,271 |
| Croatia | 4,036 | 3,862 | 3,851 |
| Lithuania | 2,796 | 2,806 | 2,857 |
| Slovenia | 2,109 | 2,107 | 2,117 |
| Latvia | 1,893 | 1,876 | 1,883 |
| Estonia | 1,330 | 1,332 | 1,366 |
| EU-27 (excl. Malta/Cyprus) | 445,176 | 445,581 | 447,342 |
| United Kingdom | 67,281 | 67,509 | 67,737 |
| Switzerland | 8,703 | 8,815 | 8,961 |
| Norway | 5,391 | 5,425 | 5,489 |
| Europe | 526,552 | 527,330 | 529,529 |

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

Gross domestic product 2021-2023 by country

euro / billions

| Country | 2021 (extracted 20.05.23) | 2022 (extracted 20.05.23) | 2023 (extracted 20.05.23) |
|--|------------------------------|------------------------------|------------------------------|
| Belgium | 580.42 | 631.74 | 664.01 |
| Bulgaria | 71.06 | 85.80 | 93.95 |
| Czechia | 238.25 | 276.27 | 305.97 |
| Denmark | 342.96 | 380.62 | 373.75 |
| Germany (until 1990 former territory of the FRG) | 3,617.45 | 3,876.81 | 4,121.16 |
| Estonia | 31.17 | 36.01 | 37.68 |
| Ireland | 434.07 | 506.28 | 504.62 |
| Greece | 181.50 | 206.62 | 220.30 |
| Spain | 1,222.29 | 1,346.38 | 1,461.89 |
| France | 2,502.12 | 2,639.09 | 2,803.10 |
| Croatia | 58.90 | 68.37 | 76.47 |
| Italy | 1,821.93 | 1,962.85 | 2,085.38 |
| Latvia | 33.35 | 38.39 | 40.35 |
| Lithuania | 56.48 | 67.44 | 71.99 |
| Hungary | 153.98 | 168.55 | 196.39 |
| Netherlands | 870.59 | 958.55 | 1,034.09 |
| Austria | 405.24 | 447.22 | 477.25 |
| Poland | 576.38 | 656.15 | 750.80 |
| Portugal | 216.05 | 242.34 | 265.50 |
| Romania | 241.61 | 284.17 | 324.58 |
| Slovenia | 52.28 | 57.04 | 63.09 |
| Slovakia | 100.24 | 109.76 | 122.81 |
| Finland | 250.66 | 267.69 | 277.63 |
| Sweden | 540.73 | 561.79 | 548.37 |
| EU-27 (excl. Malta/Cyprus) | 14,599.73 | 15,875.91 | 16,921.12 |
| United Kingdom | 2,656.83 | 2,938.88 | 3,088.72 |
| Switzerland | 687.57 | 777.80 | 818.18 |
| Norway | 425.45 | 565.02 | 448.90 |
| Europe | 18,369.57 | 20,157.62 | 21,276.93 |

Source 2023: Eurostat

Exchange rates 2021-2023 by country

| Country | National Currency | 2021 | 2022 | 2023 |
|----------------|-------------------|----------------------|----------|-----------------|
| | | <i>for reference</i> | | |
| Bulgaria | BGN | 1.9558 | 1.9558 | 1.9558 |
| Czech Republic | SIT | 25.6516 | 24.5721 | 24.0070 |
| Denmark | DKK | 7.4365 | 7.4435 | 7.4525 |
| Hungary | HUF | 356.8906 | 391.8269 | 381.8268 |
| Lithuania | LTL | 1.0000 | 1.0000 | 1.0000 |
| Norway | NOK | 10.1636 | 10.1141 | 11.4324 |
| Poland | PLN | 4.5689 | 4.6892 | 4.5445 |
| Romania | RON | 4.9214 | 4.9305 | 4.9467 |
| Sweden | SEK | 10.1426 | 10.6314 | 11.4721 |
| Switzerland | CHF | 1.0813 | 1.1000 | 1.1000 |
| United Kingdom | GBP | 0.8601 | 0.8529 | 0.8700 |
| Japan | YEN | 1.2168 | 1.3829 | 1.3829 |
| USA | US\$ | 1.1396 | 1.0516 | 1.0814 |

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, right 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 an operating environment conducive to long term growth and a sustainable and responsible future for our industry.



Cosmetics Europe
the personal care association

We personally care

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