

# EUROPEAN COSMETICS MARKET SUMMARY 2024

Source: Cosmetics Europe

July 2025

# MARKET VALUE & GROWTH

- Total retail market value in 2024: €103.9 billion
- EU-27 alone: €87.9 billion
- Global position: 2nd largest market after USA
- Market growth 2023–2024: +6.4%
- Notable growth in Poland, Romania, Hungary, Spain, UK

# TOP PRODUCT SEGMENTS

- Skin care: €30.1 bn (28.9% market share)
- Toiletries: €24.7 bn (23.8%)
- Hair care: €18.1 bn (17.4%)
- Fragrances: €17.1 bn (16.5%)
- Decorative cosmetics: €14.0 bn (13.4%)

# TOP NATIONAL MARKETS

- Germany: €16.9 bn
- France: €14.2 bn
- Italy: €13.4 bn
- Spain: €11.2 bn
- United Kingdom: €12.2 bn
- Highest growth: Poland (+16.8%), Romania (+7.9%)

# TRADE & EXPORT HIGHLIGHTS

- Total exports (intra + extra EU): €76.4 billion
- Extra-Europe exports: €29.5 billion
- Top exporting countries: France (€21.6 bn), Germany (€9.4 bn), Italy (€7.9 bn), Spain (€7.8 bn)
- Imports mainly from USA (€2.95 bn) and China (€1.88 bn)

# EMPLOYMENT & INDUSTRY FOOTPRINT

- Direct employment: 265,742
- Indirect employment: 2.7 million
- Women: 62.7% of workforce
- 9,635 SMEs across Europe
- 30,000 scientists & nearly 776,000 life science students

# CONSUMER SPENDING TRENDS

- Average per capita consumption: €183
- Top countries: Norway (€295), Denmark (€258), Sweden (€250)
- Growing spending in Eastern & Southern Europe
- Continued premiumisation in skin care and fragrances

# GREECE IN THE EUROPEAN MARKET

- Market value (RSP): €1.714 billion
- Share of the European market: ~1.6%
- Per capita consumption: €165 — above Bulgaria and Romania, but below the European average (€183)



# PRODUCT BREAKDOWN IN GREECE

*(based on RSP):*

- ▶ Skin care: 42.5%
- ▶ Hair care: 22.0%
- ▶ Decorative cosmetics: 13.2%
- ▶ Fragrances: 9.4%
- ▶ Daily hygiene/Toiletries: 12.9%

# GREEK COSMETICS EXPORTS

- Growth in 2024 compared to 2023:
  - +6.4% (RSP)
- Strong recovery, surpassing many Western European countries

# SMES IN THE COSMETICS SECTOR

- Greece has around 163 Small and Medium Enterprises (SMEs) in the sector.
- They play a key role in employment and domestic production.

# CONCLUSIONS

- Greece maintains a strong presence in the cosmetics market.
- There are growth opportunities, especially in exports and innovation.
- The sector is an important employer and exporter.