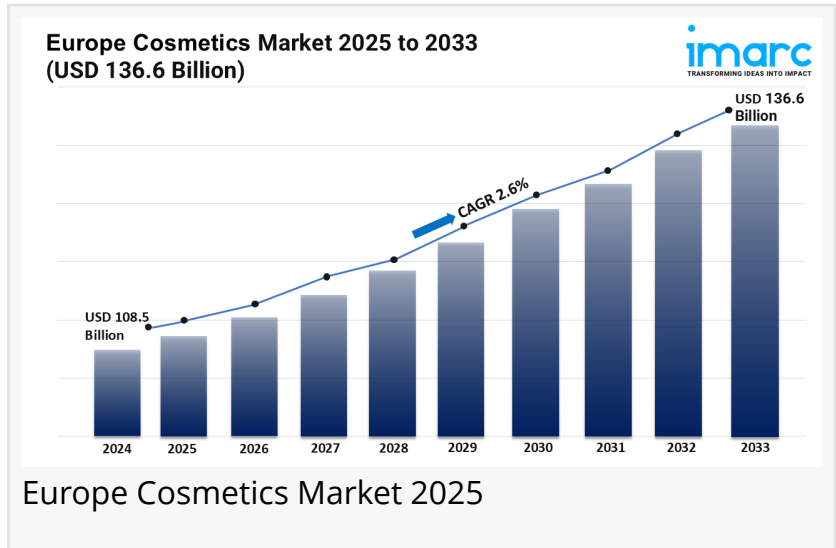


Europe Cosmetics Market Size Witnesses Robust Growth Rate of CAGR 2.6%, Exceeding USD 136.6 Billion by 2033

Europe cosmetics market hit USD 108.5B in 2024; projected to reach USD 136.6B by 2033 at 2.6% CAGR, driven by tech, e-commerce, and natural trends.

LONDON, ENGLAND, UNITED KINGDOM, July 10, 2025
/EINPresswire.com/ -- Europe Cosmetics Market Overview

Market Size in 2024: USD 108.5 Billion
Market Forecast in 2033: USD 136.6 Billion
Market Growth Rate: 2.6% (2025-2033)



According to the latest report by IMARC Group, the [Europe cosmetics market size](#) was valued at USD 108.5 Billion in 2024. Looking forward, IMARC Group estimates the market to reach USD 136.6 Billion by 2033, exhibiting a CAGR of 2.6% from 2025-2033.

Europe Cosmetics Industry Trends and Drivers:

The cosmetics market in Europe is currently undergoing a remarkable transformation, with several key factors actively driving growth across diverse segments. Among the most notable catalysts is the increasing consumer preference for natural and organic products, which aligns with a broader global trend toward sustainability and environmental consciousness. Consumers in Europe are becoming more discerning, opting for products that not only meet aesthetic needs but also align with ethical and environmental values. This shift is leading brands to innovate, introducing more eco-friendly formulations, and adapting to the growing demand for transparency in product sourcing and manufacturing. Moreover, the rise of e-commerce and the proliferation of digital marketing platforms are contributing significantly to the market's expansion. Through online stores, brands can engage directly with consumers, offering personalized experiences and enhancing customer loyalty. The growth of digital marketing, particularly through social media influencers and targeted online ads, is further fueling awareness and driving purchasing decisions. As consumer shopping behaviors continue

evolving, the cosmetics sector is capitalizing on these shifts, positioning itself for sustained growth over the coming years.

In parallel with these factors, the European cosmetics market is witnessing a surge in technological advancements, which are significantly enhancing product innovation and efficacy. Research and development efforts in areas such as anti-aging, skin rejuvenation, and hair care are expanding, particularly in response to consumer demand for high-performance products. With continuous advancements in cosmetic technology, brands are increasingly offering multifunctional products that combine beauty benefits with skincare properties. For instance, makeup products that also provide hydration or SPF protection are gaining traction among European consumers, making them a more convenient and attractive choice. This innovation is supported by collaborations between cosmetic manufacturers and tech companies, leading to the development of smarter, more effective products. Additionally, the growing presence of male grooming products in the market is another key driver, expanding the customer base and ensuring more diverse consumption patterns. As men continue to embrace skincare and beauty routines, the market is evolving to cater to their specific needs, further boosting overall market growth.

Looking at the future, the European cosmetics industry is well-positioned to continue its upward trajectory, particularly as new trends and consumer demands continue shaping the industry. Increasingly, there is a strong focus on inclusivity, with brands introducing products designed for a wider range of skin tones, types, and genders. This growing inclusivity is not only broadening the market appeal but is also fostering brand loyalty as consumers seek products that cater specifically to their unique needs. Distribution channels, particularly online platforms, will remain pivotal in shaping the market landscape, providing an essential channel for brands to reach consumers more directly and efficiently. Furthermore, as countries across Europe adopt stronger sustainability regulations and consumer preferences continue to evolve, brands that prioritize ethical practices and eco-conscious solutions will likely emerge as market leaders. By focusing on these trends and responding to consumer demands, the European cosmetics market is set to thrive well into the next decade, making it an exciting sector for investors and stakeholders alike.

Download sample copy of the Report: <https://www.imarcgroup.com/europe-cosmetics-market/requestsampl>

Europe Cosmetics Industry Segmentation:

The report has segmented the market into the following categories:

Breakup by Product Type:

- Skin and Sun Care Products
- Hair Care Products
- Deodorants and Fragrances

- Makeup and Color Cosmetics
- Others

Breakup by Category:

- Conventional
- Organic

Breakup by Gender:

- Men
- Women
- Unisex

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Specialty Stores
- Pharmacies
- Online Stores
- Others

Breakup by Country:

- Germany
- France
- United Kingdom
- Italy
- Spain
- Others

Competitive Landscape:

The report provides a comprehensive analysis of the competitive landscape in the Europe cosmetics market with detailed profiles of all major companies, including:

- L'Oréal Group
- Procter & Gamble
- Unilever
- Beiersdorf AG
- Coty Inc.
- Shiseido Co., Ltd.
- Kao Corporation
- Johnson & Johnson

Europe Cosmetics Market News:

- In February 2024, Coty Inc. entered into a new licensing agreement with Marni, an Italian

luxury fashion brand, to develop, manufacture, and distribute a wide range of fragrances and beauty care products beyond 2024. This new agreement solidifies Coty's commitment to strengthening its presence in the luxury fragrance segment. The first offering under this licensing agreement is expected to launch in 2026. The collection will focus on translating Marni's creative and fashion-forward identity into the realm of beauty.

- In June 2024, Unilever-owned Simple skincare brand launched its inaugural UK pop-up event in collaboration with Superdrug. This exclusive event was organized to provide visitors with an immersive skincare experience, emphasizing the transformative power of Simple's products. The attendees had the opportunity to delve into the science behind Simple's formulations and receive expert advice from renowned dermatologists. The event also featured exclusive panel talks with celebrity guests, personalized skincare consultations, express treatments, and artificial intelligence (AI)-powered skin analysis to offer bespoke product recommendations.

Key highlights of the Report:

- Market Performance (2019-2024)
- Market Outlook (2025-2033)
- COVID-19 Impact on the Market
- Porter's Five Forces Analysis
- Strategic Recommendations
- Historical, Current and Future Market Trends
- Market Drivers and Success Factors
- SWOT Analysis
- Structure of the Market
- Value Chain Analysis
- Comprehensive Mapping of the Competitive Landscape

Note: If you need specific information that is not currently within the scope of the report, we can provide it to you as a part of the customization.

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Europe Ceramic Tiles Industry 2025 : <https://www.imarcgroup.com/Europe-Ceramic-Tiles-Market>

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studies, company incorporation assistance, factory setup support, regulatory approvals and licensing navigation, branding, marketing and sales strategies, competitive landscape and benchmarking analyses, pricing and cost research, and procurement research.

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