

Cosmetics

Our Essentials for Daily Life

European Consumer Perception Study 2022

COSMETICS ARE...

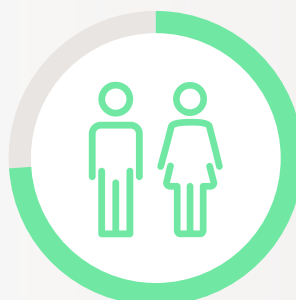


... HIGHLY VALUED BY CONSUMERS

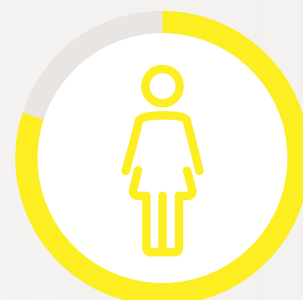


72%

of European consumers see cosmetics and personal care products as important or very important in their daily lives.



74%
of 25-54 year olds
share this view



and the figure is even
higher for women -
80%



Men's perception of importance of sun care, body care, skin care, perfume and even make-up increased as compared to 2017 by 5.5 percentage points on average.



Oral care, body care, hair care, skin care – **80%-90%** of these products' users think about them as important or very important.



IMPORTANT



VERY IMPORTANT

...USED MULTIPLE TIMES EVERY DAY

A EUROPEAN CONSUMER USES

over **7** different cosmetics **daily**



nearly **13** different cosmetics **weekly**



Women use, on average, almost **9** different cosmetic products **daily** and **15** weekly.

Young people between 18-24 years - as many as **16** different cosmetic products **weekly**.



...MORE THAN MEETS THE EYE



COSMETICS AND PERSONAL CARE PRODUCTS

Over 80% of European consumers identify body care, skin care and hair care as cosmetics and personal care products.



...USED BY CONSUMERS

1.



For their personal hygiene – 88% of consumers believe cosmetics they use are effective in ensuring their personal hygiene

2.



To feel good about themselves

3.



To protect their skin or hair

“

Feeling good about oneself

”

one of the top 3 reasons to use cosmetics across ALL product categories



27% of consumers under 25 years of age use make-up to boost their self-confidence.

COSMETICS... →



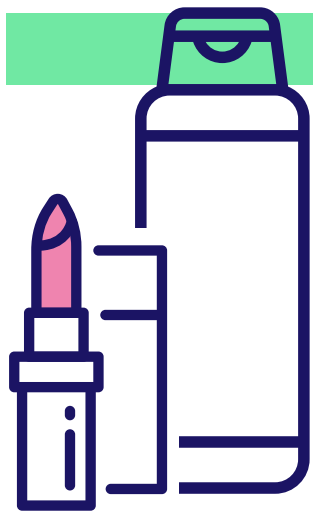
...IMPROVE QUALITY OF LIFE



71%

of European consumers consider personal care and cosmetic products as important or very important in improving their quality of life.

...ENHANCE SELF-ESTEEM



IMPORTANT



VERY IMPORTANT

70%

of European consumers said personal care and cosmetic products are important or very important for building up their self-esteem.



...ARE KEY FOR SOCIAL INTERACTIONS

62%

of European consumers believe cosmetics and personal care products are important or very important in how they are seen by others, and 62% for how they themselves interact with others.



Reference:

European Consumer Perception Study 2022 was conducted on behalf of Cosmetics Europe by Ifop in March 2022. Over 6000 consumers across ten European countries, i.e. Bulgaria, Denmark, France, Germany, Italy, Netherlands, Poland, Spain, Sweden and UK, were interviewed via an online questionnaire. Respondents were representative of each country's gender and age group distribution.



Cosmetics Europe
the personal care association