

Europe Cosmeceuticals - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 115 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The Europe Cosmeceuticals Market size is estimated at USD 54.41 billion in 2024, and is expected to reach USD 81.40 billion by 2029, growing at a CAGR of 8.39% during the forecast period (2024-2029).

The growth of the cosmeceuticals market in Europe is primarily driven by the aging population's desire to maintain a youthful appearance and stay healthy. High per-capita income, media awareness, and unhealthy lifestyles are other significant contributors to the market's expansion. The importance of personal grooming and self-care has grown in Europe. To see tangible effects and enhance their overall appearance, consumers are spending more time and money on their skincare routines. This trend drives the demand for cosmeceuticals as consumers look for advanced skincare solutions.

However, the lack of strict regulations in the European cosmeceuticals industry affects consumers' trust in the products and poses challenges for manufacturers in providing safety claims. Key players are increasingly utilizing social media marketing to reach various demographics, leveraging beauty bloggers to review and raise awareness of their cosmetic products. Positive reviews from beauty bloggers about a brand's benefits help build consumer trust and attract new customers, making word-of-mouth marketing a key strategy for these companies.

Additionally, customers are becoming more knowledgeable about the advantages of natural ingredients over conventional chemical ingredients. As consumers increasingly seek chemical-free products to avoid negative side effects such as skin drying and hair loss, leading industry participants are working to raise awareness of organic products through various brand campaigns and dermatologists' preference for prescribing natural alternatives.

This shift in consumer preference is expected to drive market growth, with key players developing e-commerce platforms like

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

direct-to-consumer (DTC) distribution channels to meet the increasing demand for organic products. In summary, the cosmeceuticals market in Europe is experiencing significant growth due to the aging population's desire for a youthful appearance and good health, media awareness, high per-capita income, and unhealthy lifestyles. To overcome the lack of regulations and gain consumer trust, companies are utilizing social media marketing and word-of-mouth marketing strategies. With consumers increasingly seeking natural alternatives, leading industry participants are working to create awareness of organic products through various brand campaigns and developing e-commerce platforms to meet the growing demand.

Europe Cosmeceuticals Market Trends

Increasing aging population driving the market for anti ageing products

The region's aging population significantly impacts the European cosmeceuticals market. Skincare is a major market in Europe, with anti-aging and anti-acne products dominating the industry. Cosmeceuticals are specifically designed to improve the appearance of the skin and provide anti-aging effects. The demand for products that reduce the appearance of wrinkles, fine lines, and age spots has increased as Europe's population ages.

Cosmeceuticals offer targeted solutions for these concerns and are increasingly sought after by the aging population. People's concerns about preserving their youth and general well-being have increased as they live longer. The older population in Europe is paying more attention to their skincare regimens and purchasing long-term beneficial products. Cosmeceuticals cater to this demand by providing advanced formulations that address specific skin concerns. The aging population drives the demand for innovative, efficient cosmeceutical products.

The aging population is rising rapidly. The largest aging population is in Italy, with 23.5% of the total population in 2021, according to the Eurostat. Innovative chemicals like peptides, retinoids, antioxidants, and hyaluronic acid are being incorporated into improved formulations because of manufacturers' investments in research and development for innovative products. For instance, in April 2023, Walgreens Boots Alliance brand No7 launched an innovative anti-aging ingredient in the United Kingdom that tricks the skin into healing. The groundbreaking solution includes the "super peptide" peptidology, which is intended to begin a healing process that reduces the appearance of wrinkles, hyperpigmentation, and other age-related natural skin disorders.

The aging population is drawn to these technological developments as they look for products that visibly improve their skin health. The per capita income in Europe is significantly higher, and older people often have more disposable money than younger people. This enables them to spend money on expensive cosmeceutical products, which are usually more expensive than standard cosmetics. The willingness and ability to spend money on high-quality goods also contribute to the market's expansion for cosmeceuticals.

Germany and France dominates the European cosmeceuticals market

German customers are paying more attention to their skincare and looks. They are actively looking for goods that have both beauty and medicinal advantages. Cosmeceuticals, which function as a bridge between cosmetics and pharmaceuticals, are becoming more popular because of their apparent efficacy and ability to address specific skin problems. The industry is primarily driven by product innovation and new product launches, with a focus on natural and organic skincare.

Consumers' increasing preference for such products is expected to contribute significantly to the growth of the cosmeceuticals market. Products with natural ingredients labeled as "free from" are expected to be particularly popular. The growing women and millennial segments and the increasing popularity of Internet retailing, with a plethora of new and emerging online drugstores, further drive the cosmetics market in Germany. In recent years, most product offerings have focused on providing multiple features to increase efficacy and efficiency. However, some products are designed specifically for targeted solutions.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Germany has a significant aging population, leading to an increased demand for anti-aging and age-defying products. Cosmeceuticals, with their advanced formulations and ingredients, cater to this demographic by addressing wrinkles, fine lines, sagging skin, and other signs of aging. According to the World Bank data, in 2021, the population aged 65 and above was 18,444,791 in Germany. Germany is considered to be the most promising European market for exporters of natural ingredients. The country has the largest cosmetics consumer market in Europe and is also an important cosmetics production hub. Many conventional and organic cosmetics companies have their headquarters in Germany, including Beiersdorf AG, Consava GmbH, and others. These companies have their headquarters in Hamburg Hessen respectively.

Europe Cosmeceuticals Industry Overview

Europe's cosmeceuticals market is highly fragmented. The key players in the market are Procter & Gamble Company, Unilever Plc, L'Oreal SA, Shiseido Co. Ltd, and The Estee Lauder Companies Inc. Among these companies, L'Oreal SA is one of the most active, offering numerous brands with a broad range of cosmeceuticals in Europe. The company has invested significantly in improving product quality and innovation in ingredients, functionality, and packaging. Additionally, these companies have adopted strategic acquisition as a key strategy to expand their geographical reach and customer base.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Market Drivers

4.1.1 Increasing Aging Population drives the Market Growth

4.1.2 Technological Advancement and Product Innovation

4.2 Market Restraints

4.2.1 Product Misrepresentation and Counterfeit Concerns

4.3 Porter's Five Forces Analysis

4.3.1 Threat of New Entrants

4.3.2 Bargaining Power of Buyers/Consumers

4.3.3 Bargaining Power of Suppliers

4.3.4 Threat of Substitute Products

4.3.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

5.1 Product Type

5.1.1 Skin Care

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 5.1.1.1 Facial Cleansers
- 5.1.1.2 Moisturizer and Creams
- 5.1.1.3 Sun Protection
- 5.1.1.4 Toners
- 5.1.1.5 Other Skin Care Product Types
- 5.1.2 Hair Care
 - 5.1.2.1 Shampoos and Conditioners
 - 5.1.2.2 Hair Colorants and Dyes
 - 5.1.2.3 Other Hair Care Product Types
- 5.1.3 Lip Care
- 5.1.4 Oral Care
- 5.2 Distribution Channel
 - 5.2.1 Supermarket/Hypermarkets
 - 5.2.2 Convenience/Grocery Stores
 - 5.2.3 Online Retail Stores
 - 5.2.4 Specialty Stores
 - 5.2.5 Other Distribution Channels
- 5.3 Geography
 - 5.3.1 Germany
 - 5.3.2 United Kingdom
 - 5.3.3 Italy
 - 5.3.4 France
 - 5.3.5 Spain
 - 5.3.6 Russia
 - 5.3.7 Rest of Europe

6 COMPETITIVE LANDSCAPE

- 6.1 Most Adopted Strategies
- 6.2 Market Share Analysis
- 6.3 Company Profiles
 - 6.3.1 L'Oreal SA
 - 6.3.2 Procter & Gamble Company
 - 6.3.3 Unilever PLC
 - 6.3.4 Shiseido Co. Ltd
 - 6.3.5 Bayer AG
 - 6.3.6 Estee Lauder Companies Inc
 - 6.3.7 Groupe Clarins SA
 - 6.3.8 Beiersdorf AG
 - 6.3.9 Johnson & Johnson Inc.
 - 6.3.10 Coty inc.
 - 6.3.11 ORIFLAME COSMETICS GLOBAL SA

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 ABOUT US

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Europe Cosmeceuticals - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 115 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-05"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

