

Beauty trends across the European market

The European beauty and personal care market has been valued at \$119 billion in 2021 ⁽¹⁾.



KEY MARKET DATA



\$129m

Revenue in the beauty & personal care market in Europe amounted to \$129m in 2021 and the market is expected to grow annually by 4% from 2021 to 2025 ⁽²⁾.

80%

Western Europe accounts for nearly 80% of the total \$119 billion yearly revenue ⁽¹⁾.

\$19.3bn

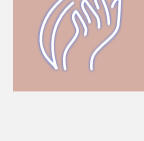
Germany is the leader in the market, with \$19.3 billion revenue at the end of 2020, followed by France with \$14.4 billion and Italy with \$11.3 billion all in that same year. ⁽³⁾

\$55.1m

The market's largest segment in Europe is the personal care segment with a market value of \$55.1m in 2021 ⁽⁴⁾.

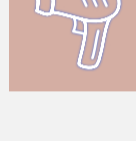


LATEST BEAUTY TRENDS



The rise of "clean beauty"

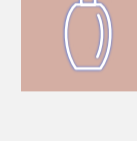
Clean beauty refers to products that include non-toxic ingredients and transparent labels. Consumers across Europe are now seeking beauty brands that are as transparent in their ingredient list as they are natural in their products. In fact, at least 36% of Gen Z and millennial females in western Europe are increasing their interest towards this trend ⁽⁵⁾.



Haircare is the fastest growing segment

Revenue in the haircare segment was valued at \$27 billion in 2021 and the market value is expected to grow annually by 3% from 2021 to 2025 ⁽⁶⁾.

The European consumer is highly concerned about the aesthetics of hair and scalp nourishment. In addition, an increasing number of millennials experiencing haircare problems like hair loss has led to a significant increase in the demand for haircare products. Moreover, many consumers in Europe are becoming aware of the harmful effects of chemical ingredients present in different haircare products. This has driven consumers to choose haircare products that are composed of natural and organic ingredients. In fact, Europe dominated the market for natural haircare products and accounted for 38.2% share of the global revenue in 2020 ⁽⁷⁾.



Demand for personalized beauty products and experiences

Consumer desires for personalization is significantly growing. For instance, beauty consumers in Europe are willing to pay up to 25% more for customized make up and beauty products ⁽⁸⁾.

In a highly competitive beauty eCommerce industry, brands are aiming to utilise artificial intelligence ⁽⁴⁾ technologies informed by data gathered from apps, social media and sites to offer personalized beauty experiences tailored to the consumer's needs and expectations.

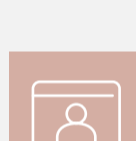
Now more than ever in a more data prevalent world, beauty consumers are willing to connect and engage with a brand if they feel as if their needs will be listened and adopted.



An accelerated shift to eCommerce

Online shopping is continuing to grow in the EU with eCommerce penetration rates expected to reach 62% by the end of 2022 ⁽⁹⁾.

By 2026, eCommerce beauty sales will account for 18% of total beauty sales in Europe. This growth is mainly caused by the effects of the pandemic on consumers' behaviour, accelerating digital adoption. But also, convenience, quality and choice has driven the European beauty consumer to shop online more frequently. Beauty consumers in France and Germany consider discounts and promotions the first reason to shop online ⁽⁶⁾.



Inclusivity is crucial

68% of consumers worldwide want to see diversity from beauty brands because they think it reflects "real life" and 56% of them because it shows different types of beauty ⁽⁷⁾. In addition, 20% of consumers have paid more for a beauty product from a brand showing inclusivity over the last year ⁽⁷⁾. Beauty consumers in Europe look for value-driven brands that share the things that are important to them and they can relate to. In this way, beauty brands can create a deeper connection with the customer, while building trust and loyalty.

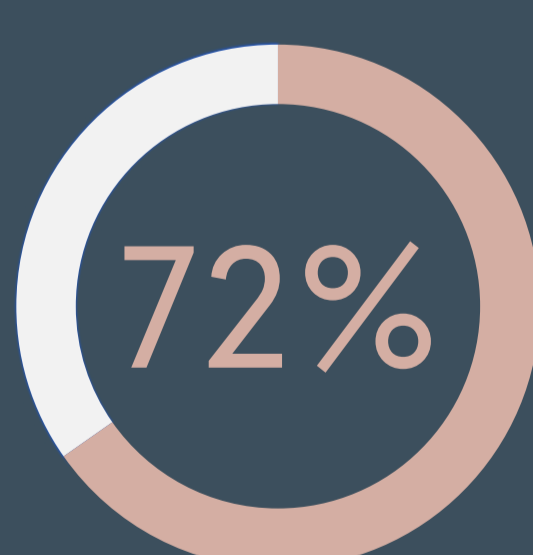


A growing interest towards beauty supplements

The global beauty supplements market was valued at \$2.4 billion in 2018 and is expected to reach \$4 billion by 2026 ⁽⁸⁾. Beauty supplements are a combination of minerals, nutrition, vitamins, proteins, and other bioactive ingredients in the form of pills, capsules, powder, and oils. In Europe, beauty supplements and vitamins have grown in popularity especially among Gen Z. The key factors driving demand for beauty supplements are rising consumer's concern for appearance and aesthetics, as well as the influence from celebrities and influencers using and advertising beauty supplements.



INSIGHTS



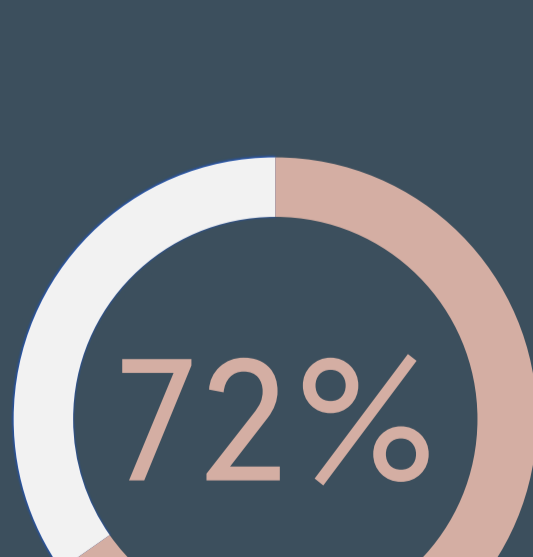
72% of consumers across Europe use beauty and personal care products mainly because they help to maintain a healthy and hygienic life ⁽⁹⁾.



Efficacy and quality are the most valued benefits from beauty products: at 86% and 87% respectively ⁽⁹⁾.



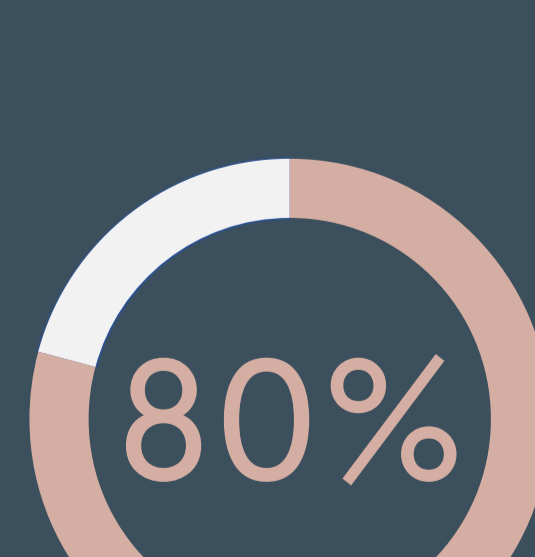
90% of European beauty consumers are interested in purchasing organic and natural beauty products ⁽⁹⁾.



72% of European consumers feel that the use of beauty and personal care products improve their quality of life ⁽⁹⁾.



One in five beauty consumers in Europe has moved to virtual beauty consultations during the continents lockdowns, with almost 45% of them planning to continue doing so in the future ⁽⁹⁾.



80% of European consumers consider beauty products very important in growing their self-esteem ⁽⁹⁾.