# COSMETIC INDUSTRY IN FIGURES 2024

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# Toiletries and Beauty Categories Continue to Find Growth in 2024

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2024 saw sales of the Toiletries and Beauty sectors increase to £10.3 billion up +8.4% year-on-year, however this is largely driven by a continuation of the trends seen in 2023, with inflation and premiumisation stealing the show whilst category volumes remain relatively flat.

Beauty continues to be the stand-out performer thanks to social media influences, with skincare sales up +12.2% driven by strong performance in prestige and healthcare skincare, closely followed by colour cosmetics growing +10.4% year-on-year and fragrance seeing a +8.6% increase in value, with mass fragrance performing particularly well.

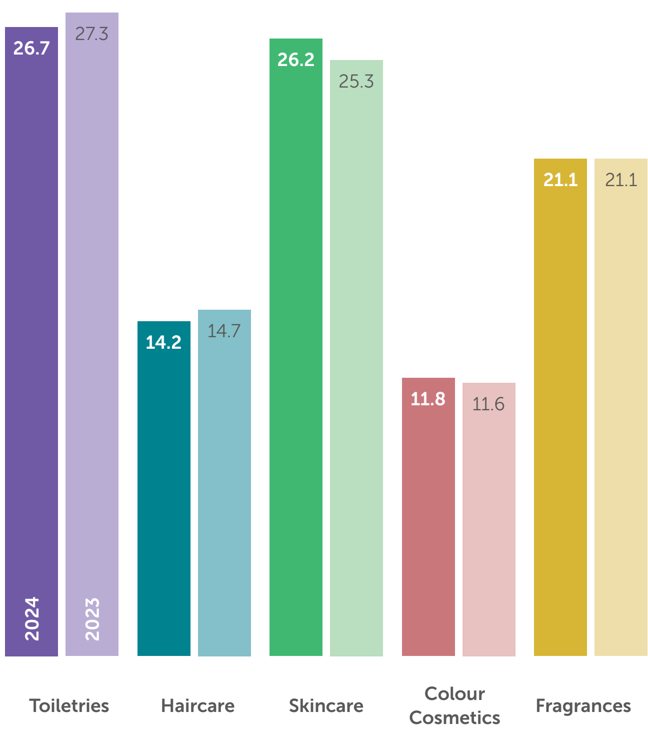
Despite the 'skinification' of the haircare category – a new trend where brands look to premiumise the category through new ingredients to provide added gloss to hair, the haircare sector only grew by +4.6%, making it one of the slowest performing categories across Toiletries and Beauty in 2024.

Within Toiletries, the stand out performers were deodorants seeing sales increase by +10%, with the stick-format seeing exceptional growth up +43%.  Shower and body wash sales were up by +12%.

## BY VALUE AT RETAIL SALES PRICE (RPI)

| | £000s | | % Change |
|---|---|---|---|
| | 2023 | 2024 | YoY |
| Fragrances | 2,013,120 | 2,186,559 | 8.6 |
| Colour Cosmetics | 1,104,518 | 1,219,739 | 10.4 |
| Skincare | 2,420,783 | 2,715,935 | 12.2 |
| Haircare | 1,409,332 | 1,474,408 | 4.6 |
| Toiletries | 2,611,084 | 2,765,607 | 5.9 |
| **Total** | **9,558,836** | **10,362,248** | **8.4** |

## SECTOR SHARE (% VALUE) 2024 v 2023



# CATEGORY ESTIMATES DECEMBER 2024 (£000S)

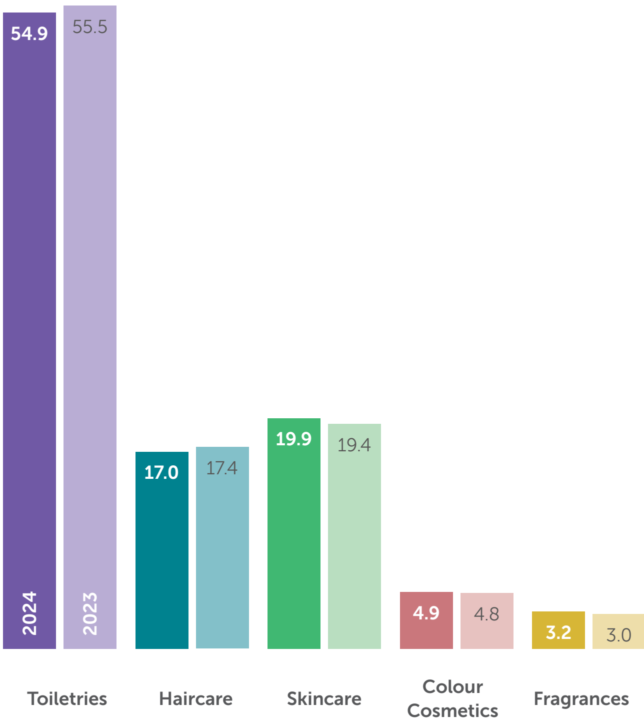
| | £000s 2023 | £000s 2024 | % Change |
|---|---|---|---|
| **Fragrance *** | **2,013,120** | **2,186,559** | **8.6** |
| Female Fine Fragrance | 1,000,727 | 1,054,560 | 5.4 |
| Male Fine Fragrance | 659,206 | 695,888 | 5.6 |
| Female Mass Fragrance | 130,472 | 188,218 | 44.3 |
| Male Mass Fragrance | 131,180 | 150,907 | 15.0 |
| Unisex Fine Fragrance | 82,107 | 74,796 | -8.9 |
| Unisex Mass Fragrance | 9,428 | 22,190 | 135.4 |
| * includes gift packs/coffrets | | | |
| **Colour Cosmetics** | **1,104,518** | **1,219,739** | **10.4** |
| Face | 438,512 | 498,408 | 13.7 |
| Lips | 214,683 | 245,020 | 14.1 |
| Eyes | 353,148 | 357,527 | 1.2 |
| Nails | 84,861 | 92,637 | 9.2 |
| Palettes/Gift Packs | 13,314 | 26,147 | 96.4 |
| **Skincare** | **2,420,783** | **2,715,935** | **12.2** |
| Prestige Skincare Total inc Gift Packs | 537,700 | 668,747 | 24.4 |
| Face Care Non-medicated | 974,066 | 1,066,930 | 9.5 |
| Face Care Medicated | 107,959 | 123,948 | 14.8 |
| Face Care Male | 64,954 | 66,715 | 2.7 |
| Hand Care | 61,852 | 65,787 | 6.4 |
| Body Creams and Lotions | 221,345 | 252,054 | 13.9 |
| Baby Care Products | 26,929 | 28,765 | 6.8 |
| Lipsalves | 85,989 | 99,039 | 15.2 |
| Sun Preparations | 339,988 | 343,951 | 1.2 |
| **Haircare** | **1,409,332** | **1,474,408** | **4.6** |
| Conditioners | 353,002 | 375,359 | 6.3 |
| Hair Colorants Inc Lightening | 313,031 | 319,467 | 2.1 |
| Home Perms | 1,775 | 1,400 | -21.1 |
| Shampoo | 519,090 | 542,449 | 4.5 |
| Hair Sprays and Setting Sprays | 112,341 | 120,411 | 7.2 |
| Hair Creams/Waxes and Gels | 88,643 | 93,595 | 5.6 |
| Setting Lotions and Mousses | 21,450 | 21,727 | 1.3 |
| **Toiletries** | **2,611,084** | **2,765,607** | **5.9** |
| Toothpaste | 631,755 | 678,726 | 7.4 |
| Depilatories | 48,696 | 46,612 | -4.3 |
| Foot Preparations | 121,421 | 119,764 | -1.4 |
| Deodorants | 733,599 | 806,066 | 9.9 |
| Shaving Soaps | 20,452 | 21,562 | 5.4 |
| Mouthwashes | 197,212 | 202,608 | 2.7 |
| Talcum Powder | 18,026 | 18,381 | 2.0 |
| Bath Additives | 270,913 | 258,807 | -4.5 |
| Shower and Body Wash | 316,180 | 354,617 | 12.2 |
| Liquid Soap | 129,560 | 131,230 | 1.3 |
| Bar Soap | 123,270 | 127,233 | 3.2 |

| | 2023 | 2024 | |
|---|---|---|---|
| *at retail sales price | £9,558,836 | £10,362,248* | +8.4% |

## BY UNIT SALES

| | 000s Units | | % Change |
|---|---|---|---|
| | 2023 | 2024 | YoY |
| Fragrances | 73,027 | 79,105 | 8.3 |
| Colour Cosmetics | 118,178 | 123,056 | 4.1 |
| Skincare | 477,794 | 495,836 | 3.8 |
| Haircare | 427,028 | 423,961 | -0.7 |
| Toiletries | 1,364,547 | 1,367,849 | 0.2 |
| **Total** | **2,460,574** | **2,489,807** | **1.2** |

## SECTOR SHARE (% UNITS) 2024 v 2023




## METHODOLOGY & DATA SOURCES

**Circana market tracking data:**
Census EPoS data from Asda, Boots, Iceland, Morrisons, Sainsbury's, Superdrug, Tesco, Waitrose, Wilkinson, The Cooperative Group.

Sample EPoS data from Symbol Grocers, other Coops, independents and chemists.

Other data representation (audit and estimation methodology) from convenience stores, petrol forecourts, chemists and other impulse outlets, including duty free.

**Kantar Worldpanel Purchasing data (Worldpanel)**
Individual purchasing data from a panel of 30,000 households which for this report will cover other GB outlets not mentioned in IRI tracking plus Aldi, Costco, Holland & Barrett, Lidl, Marks & Spencer, Savers, The Body Shop, bargain stores (such as Poundland, B&M Bargains, Home Bargains, 99p Stores) and other smaller outlets.

**Kantar Beauty Panel**
A panel of 15,000 individuals who record their purchasing of fragrances, colour cosmetics and skincare products across all relevant outlets (including department stores, Boots, The Body Shop, Internet, mail order and direct sales) via online data entry.

**Report Definitions**
Measures:
Value Sales = £ sold (in 000s)
% Chg = % change versus same time a year ago

**Further Details**
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