



Membership Survey 2025



Introduction

In October 2025, CTPA invited members to share their views through the Association's biennial Membership Survey.

Respondents provided valuable insights across several key areas, including:

- 1 satisfaction levels relating to CTPA's work and services;
- 2 what members value most about their CTPA membership;
- 3 areas for improvement and members' suggestions.

The results show that CTPA membership continues to be extremely well valued, with **96%** of respondents reporting that they are either **very satisfied or satisfied** with the services provided.

More detailed findings and analysis are presented throughout this report.

Thank You For Taking Part!

The 2025 survey questionnaire was slightly reframed, to enable valuable insights from our members to be gathered in the most efficient way.

We were very pleased to achieve increased engagement compared with the previous edition, which confirmed the survey as a successful project to capture insights and measure member satisfaction.

- ➔ **136** responses (v 51 responses in 2023)
- ➔ **121** completed the survey fully (v 49 in 2023)
- ➔ **571** additional comments in total

We would like to thank all members for their continued support and engagement. Your feedback is essential in helping us shape future priorities and ensure we continue to deliver services that matter to you and to the wider industry.

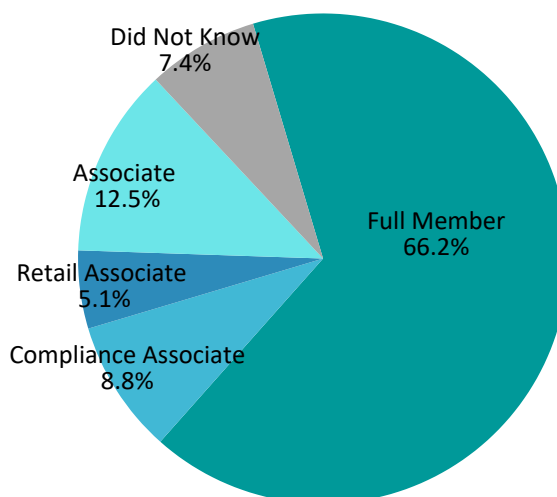
Who Responded

What is the category of your company's membership?

Number of Respondents: 136/136

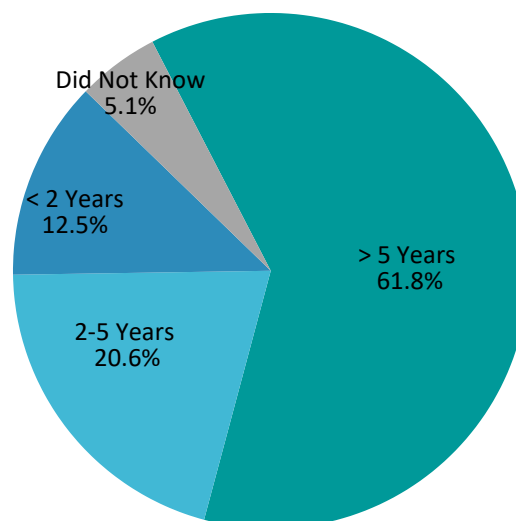
The breakdown of membership categories amongst participants is close to the structure of CTPA membership which is as follows:

- Full = 63%
- Compliance = 14%
- Retail = 6%
- Associate = 17%



How long has your company been a member?

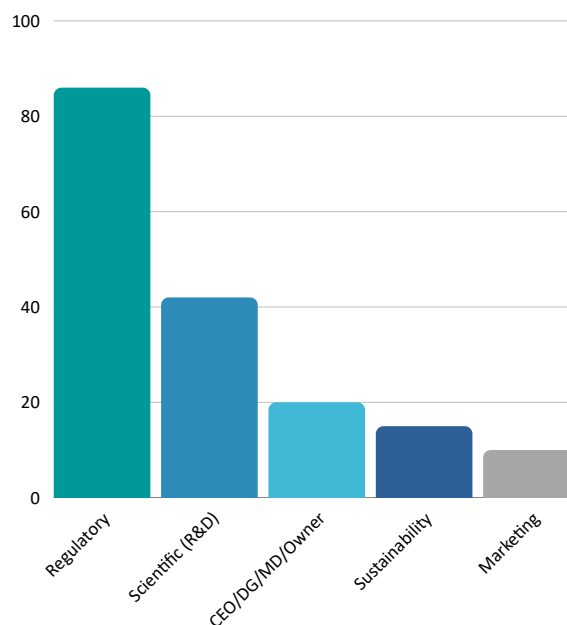
Number of Respondents: 136/136



What is your role within your organisation?

Number of Respondents: 136/136

Respondents could answer with more than one choice

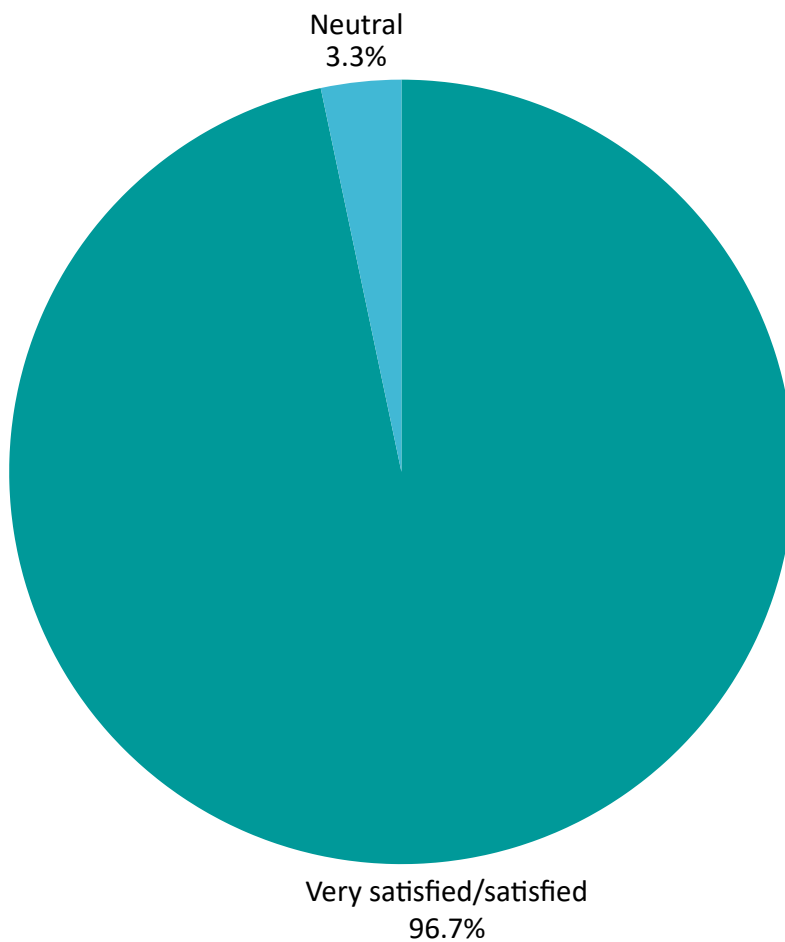


Member Satisfaction

Number of Respondents: 121/136

96.7% of respondents were very satisfied or satisfied with CTPA services

3.3% had a neutral position (neither satisfied nor unsatisfied)



Most Valued Aspects of Membership

Here are the most valued aspect of membership selected by respondents:

Number of Respondents: 121/136

- 1 Member-only website information resources (83.4%)
- 2 News articles (69.4%)
- 3 Individual help and one-to-one confidential advice (57%)
- 4 Events and webinars (69.4%)
- 5 Input into EU matters through CTPA's work with Cosmetics Europe (56.2%)
- 6 Advocacy work with UK Government and international partners in the name of the UK industry (52%)

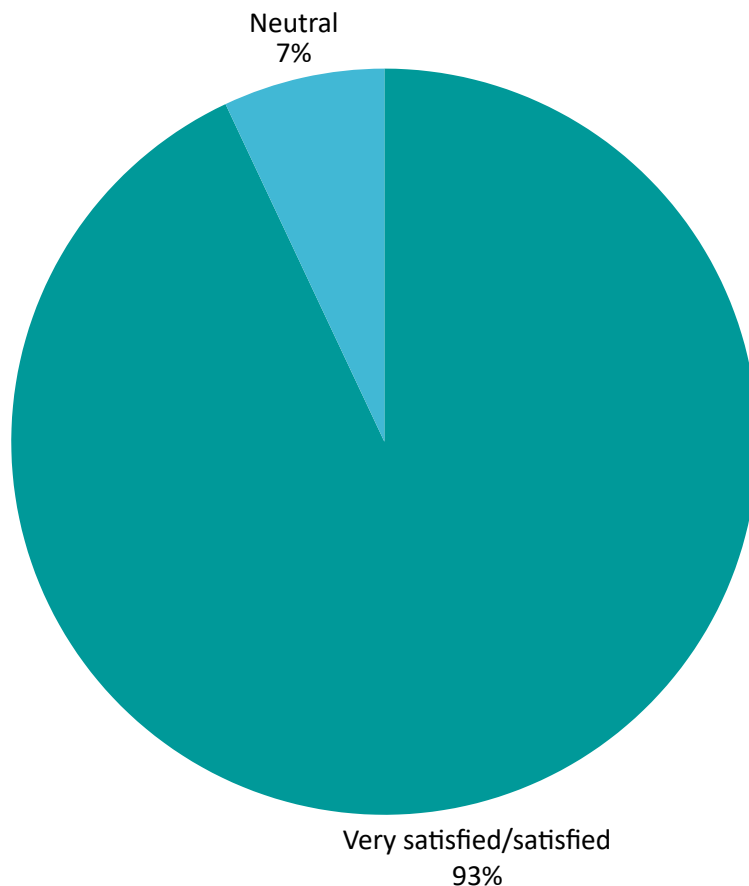
Frequency of Information

How satisfied are you with the frequency of receiving information from CTPA by email? (e.g. instant Issue Tracker alerts, weekly Issue Tracker digests, monthly News digest, emails)

Number of Respondents: 121/136

93% of respondents were very satisfied or satisfied

7% had a neutral position (neither satisfied nor unsatisfied)



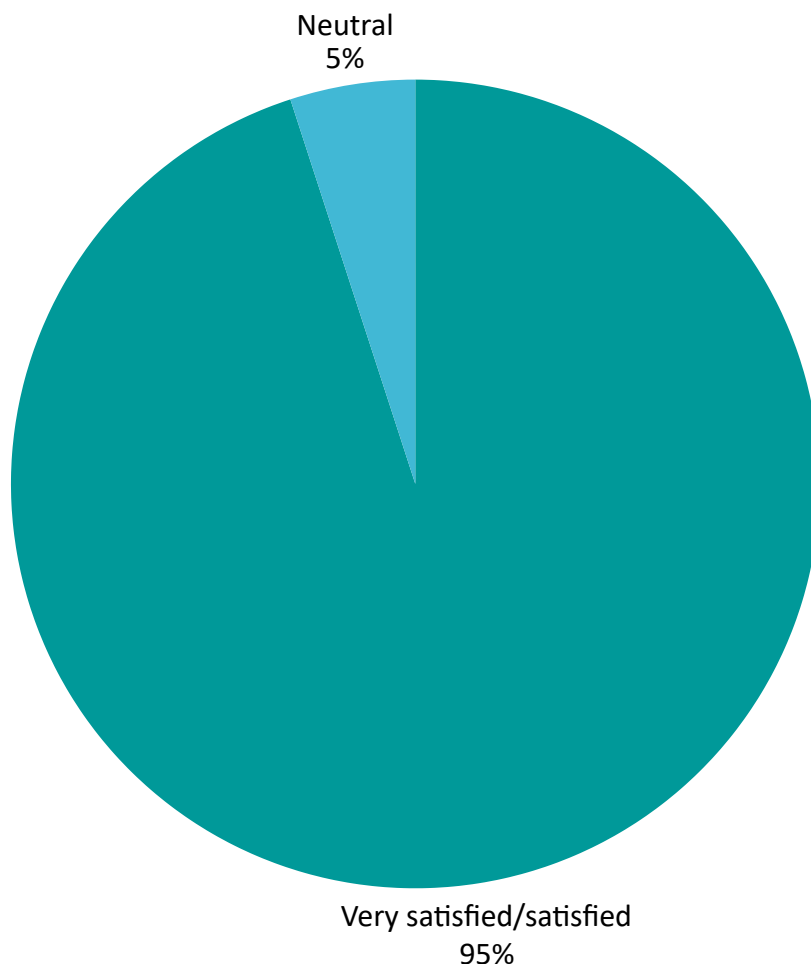
Clarity of Information

How satisfied are you with the clarity of information from CTPA to members (e.g. the information given is clear, presented in a format that is well-structured and easy to understand)?

Number of Respondents: 120/136

95% of respondents were very satisfied or satisfied

5% had a neutral position (neither satisfied nor unsatisfied)



Representing Industry & Addressing Misinformation

How confident are you that CTPA understands the challenges faced by the UK cosmetics industry and how effective do you think CTPA is in representing the industry to Government and stakeholders?

Number of Respondents: 119/136

*Nearly **90%** of respondents have strong confidence in CTPA's effectiveness in representing the industry to Government and stakeholders. Feedback suggests the work of CTPA in this area is very much appreciated.*

How well do you think CTPA addresses misinformation with the media, general public and external organisations?

Number of Respondents: 119/136

*Nearly **88%** of respondents are confident in CTPA's efforts to address misinformation, while acknowledging the challenges. CTPA is seen to be communicating credible information in a calm, factual voice, providing a crucial balance in public discussions.*

Member Experience

What has been your best experience with the Association?

Number of Respondents: 121/136

Common themes included:

- ➡ Engagement, responsiveness and positive attitude by all the CTPA team
- ➡ One-to-one, professional support
- ➡ High quality information
- ➡ Collaboration through Committees and Working Groups
- ➡ Bringing the industry together with outside bodies (Government and other associations)
- ➡ Updates on all aspects of regulation and compliance
- ➡ Timely information enabling companies to keep up-to-date
- ➡ Valuable training resources, webinars and e-learning
- ➡ Event participation

Suggestions on CTPA Services

Comments and suggestions by members were provided on the following topics:

- ➔ Member Extranet updates and suggestions
- ➔ Timelines for review of documents under development
- ➔ Suggestion of new formats for information
- ➔ Suggestions for webinar topics
- ➔ Networking opportunities

Other Feedback

A small selection of members' feedback....

"Exceptional responsiveness stands out as my best experience. Queries are answered promptly and directly, saving us time and helping us make confident decisions."

"We really appreciate the close work with Government and know that the CTPA's expertise is valued."

"My best experiences are during committee meetings where we are able to discuss and collaborate effectively."

"A general connection to regulatory matters through this erudite organisation."

"I personally love the way that CTPA have brought our industry together with outside bodies through communications, workshops etc"

"The whole team at CTPA who are supportive, knowledgeable, empathetic and always ready to help and support."

"To me it is always good to be in touch with peers and expert professionals like your staff members to exchange news and information that are relevant within the industry."

"Knowing that a trade body is working on our behalf."

The CTPA

The Cosmetic, Toiletry and Perfumery Association Limited (CTPA) is the UK trade association representing companies involved in making, supplying and selling cosmetics and personal care products.

As the credible authority for a vibrant and innovative UK industry trusted to act responsibly for the benefit of the consumer, CTPA promotes best practices and advises companies about the strict legal framework for cosmetics and personal care products. Representing industry views to the UK Government and external stakeholders, CTPA also provides information to the media on many topics relating to cosmetic products and the cosmetics industry in general.

By staying close to companies' priorities, CTPA is proud to champion the vibrant UK cosmetics and personal care industry on behalf of its over 230 members and our partners.

Find out more at: www.ctpa.org.uk.

Contact Julia Hewitt, Membership Officer (jhewitt@ctpa.org.uk), for information about membership.