



ON THE ROAD TO EXPORT

DATABOOK
2022

LES ÉDITIONS DE L'OBSERVATOIRE DES
COSMÉTIQUES



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Introduction

The cosmetics industry is one of the key sectors of the French economy. According to official figures, the sector represents 24 billion in sales. Its power is also confirmed internationally: the industry generates nearly 15 billion in export sales.

But expanding abroad is not so easy. And to succeed, it is essential to have a well-honed strategy.

First of all, you have to determine the desired export zone.

Then comes the question of the regulatory framework: you have to make sure that you comply with the rules in force locally.

Last but not least, it is essential to calibrate your offer to the needs of a population whose expectations, needs and lifestyle change from what you are used to in your domestic market.

It is with this in mind that this file was created. Designed as a toolbox, it aims to provide concrete answers to the questions of brands wanting to develop abroad. It begins with an overview of the most recent major regulatory changes in the international arena. Three areas are highlighted: China, which has brought into force a new cosmetic regulation in early 2021, the United Kingdom in the post-Brexit era and Brazil, which has recently updated its regulatory framework.

The second part of this Databook is dedicated to the specificities of the different markets. 29 countries are deciphered.

Finally, the last part focuses on a few promising international trends.

Regulation

To sell cosmetics abroad, it is imperative to respect, and therefore know, the regulatory framework in force.

This chapter focuses on the new provisions (outside Europe) that must be complied with since the Brexit as well as on the terms of the latest versions of Chinese and Brazilian cosmetic regulations. With also a world tour of authorized and prohibited claims.



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