

# The Essentiality of the Cosmetics and Personal Care Products Industry to the U.S. Economy

## Overview

The cosmetics and personal care products industry is a key driver of the U.S. economy and one of the major components of U.S. household spending. Consumers continue to invest in beauty products, with the top expenditure groups being cosmetics, fragrances and hair care products. **These investments resulted in \$210.6 billion in total sales in 2022.**

Employment in the U.S. personal care products industry has increased by 35 percent between 2001 and 2022, outpacing total U.S. private employment’s increase of 18 percent. This growth is largely attributable to the personal care services segment of the industry, which increased by 41 percent between 2001 and 2022.

## Quick Facts

- 
**Contributions by State:** California, Texas, Florida, New York and New Jersey have the largest number of jobs directly and indirectly supported by the industry.
  
- 
**U.S. Market Driver:** Domestic manufacturing provides most of the products for the U.S. market. U.S. cosmetics and personal care product exports reached nearly \$17 billion in 2024, with Canada serving as our most important export market.

## By the Numbers



**4.6 Million U.S. Jobs**

created and supported by the industry



**\$203.3 Billion**

produced in industry labor income



**\$82.3 Billion**

produced in federal, state and local tax payments



**\$308.7 Billion**

contributed to national GDP by the industry