

# The Cosmetics and Personal Care Products Industry's Impact on U.S. Trade

## Overview

The cosmetics and personal care products industry is a key driver of the U.S. economy, and its products and services are major components of U.S. household spending. On average, people use about 6 to 12 personal care products daily, including skin care, hair care, cosmetics, fragrances and toiletries.

Consumers continue to invest in beauty products, with the top expenditure groups being cosmetics, perfume 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 increased by 35 percent between 2001 and 2022, outpacing the total increase in U.S. private employment 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.

## Essentiality of Industry to the U.S. Economy



**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 the national GDP by the industry

## Quick Facts

- U.S. Market Driver:** Domestic personal care products manufacturing provides the majority of the products for the U.S. market, and over the past thirty years, the U.S. cosmetics and personal care products industry typically achieved a trade surplus. In 2022, manufacturing in the U.S. was over \$68 billion.
- Key Trade Partners:** New Jersey, California, Florida, Ohio and New York are the leading states exporting cosmetics. U.S. exports of cosmetics and personal care products reached nearly \$17 billion in 2024, with Canada serving as our most important export market. Other top export markets include the European Union, Mexico, China and the United Kingdom.
- Trade Surplus Products Generator:** Our industry boasts a trade surplus with products such as shampoo, nail polish, mouthwash, soap, teeth whiteners, body sprays, aftershave and various fragrance and flavor ingredients, totaling about \$1.3 billion.