

U.S. Cosmetics & Personal Care Products Industry: Trade Fact Sheet

The U.S. cosmetics and personal care products industry plays a vital role in the daily lives of Americans and in the nation's economy. Consumers use an average of **6 to 12 personal care products every day**, underscoring the industry's importance to hygiene, health, and overall well-being.

TRADE IMPACTS AMERICAN GROWTH AND COMPETITIVENESS:

International trade is central to the industry's success and global leadership.

U.S. exports reached **\$15.8 B** in 2025, up from \$12.2 billion in 2015.

Global demand for American cosmetics and personal care brands continues to grow.



Export markets are concentrated in three markets that account for 41.6% of total U.S. exports:

Canada: **\$4.2 B**

Mexico: **\$1.4 B**

China*: **\$1.1 B**

*Includes Hong Kong.

USMCA: FOUNDATION OF NORTH AMERICAN TRADE

North America is the backbone of the U.S. cosmetics trade.

- Canada and Mexico account for **more than one-third** of all U.S. cosmetic exports.
- The industry **strongly supports the United States-Mexico-Canada Agreement** and the **tariff-free movement** of goods across North America. 
- Integrated regional supply chains strengthen competitiveness, reduce costs, and support American jobs. 



A MAJOR DRIVER OF THE U.S. ECONOMY

The cosmetics and personal care products industry delivers outsized economic value domestically. This economic activity spans every region of the country, supporting manufacturers, suppliers, small businesses, and retailers.

\$495.6 B
in total economic output 

\$242.4 B
contribution to U.S. GDP

\$136.6 B
in federal, state, and local tax revenue

\$2.6 M
U.S. jobs supported nationwide

\$110.7 B
in U.S. labor income

INNOVATION DRIVES U.S. EXPORTS

Industry operations span nearly 50 states, supporting **both large manufacturers and small businesses**, while U.S. exports drive growth through continuous innovation and global market access. 

More than **\$1.3 billion** invested annually in R&D



13.3% of the workforce in STEM roles

Leading export hubs reflect a nationwide footprint:


New York: **\$5.5 billion**

California: **\$2.1 billion**

Florida: **\$1.6 billion**

GLOBAL SOURCING IS A STRUCTURAL NECESSITY

Our industry relies on globally integrated supply chains to access specialized ingredients and packaging that are not produced domestically at scale.

- Analysis of roughly 969,000 FDA-listed cosmetic products shows that at least **42.1% of ingredients are not available from U.S. sources** at scale.
- These inputs require **specialized expertise** and are not easily replaced; substitution typically involves reformulation, extensive testing, and regulatory review, making rapid changes impractical.
- Similar constraints apply to packaging, where advanced components rely on global manufacturing and face limited U.S. production capacity. 

The cosmetics and personal care industry is a major U.S. manufacturing sector with significant economic impact, dependent on global sourcing to deliver safe, innovative products and remain competitive worldwide.

Policy should reflect these structural realities to avoid unintended economic and supply chain disruptions.

*Source: 2026 Economic Impact Analysis of the U.S. Personal Care Products Industry