Personal Care Products Council

Leveling the Playing Field for U.S. Cosmetic Exports to China

U.S. Economic Footprint of the Cosmetics and Personal Care Products Industry

2.6 million American jobs supported

$15.8 billion in 2025 global exports, including **$1.1 billion** to China

Nearly $500 billion in annual U.S. economic activity

49 states have industry manufacturing operations, with **California, New Jersey, and Texas** leading U.S. cosmetics and personal care exports to China

China is a top three U.S. export market—but America is underrepresented. U.S. companies hold only **5%** of China's imported cosmetics market, compared with the EU's **24%.**

Now is the moment to press for reform. China is updating its cosmetics rules; the United States should demand fair treatment and remove barriers to U.S. exports.

China Market Opportunity: Three Reforms to Unlock U.S. Export Growth

01 **End China's animal testing barrier.** Eliminate the GMP certificate requirement to avoid unnecessary animal testing and expand validated non-animal testing methods.

02 **Stop duplicative CMA testing.** Accept equivalent foreign testing and eliminate repeat efficacy tests.

03 **Fast-track low-risk updates.** Use simple notification for supplier changes and routine updates.

Bottom line: These practical reforms could increase U.S. cosmetics exports to China by 27%—a win for U.S. exports, workers, and manufacturers.

Keep Production in America. Protect American Jobs.

America cannot strengthen manufacturing if companies are punished for inputs unavailable at home. More than **42%** of ingredients used in U.S.-made products are not available domestically at commercial scale. Targeted, temporary tariff relief would keep production here, protect workers, and strengthen U.S. supply chains.