

May 2025. A snapshot of the industry

The Beauty industry in Catalonia

ACCIÓ
Generalitat de Catalunya



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Carried out by

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Collaboration

Beauty Cluster
Business Strategy Unit

Barcelona, May 2025

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Definition of the Beauty industry

The Beauty industry encompasses a **wide range of activities and products** focused on personal care and aesthetics. This area is made up of **five main categories**:

Color cosmetics

This category includes products intended to improve the appearance of the face and body, such as foundations, eye shadows, lipsticks, mascaras, blushes, suntan creams and concealers.



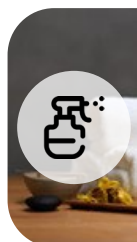
Fragrances

This category includes perfumes, eau de cologne and other aromatic products for the body. It is characterized by its high degree of profitability, particularly in the luxury segment.



Personal care

This category includes products for hygiene, body care, oral hygiene and sun protection and at-home treatments.



Hair and nail care

This category focuses on specific hair care products. It includes masks, dyes, shampoos, conditioners, nail products, styling products, etc.



Facial care

This category includes specific facial care products. It includes moisturizing creams, serums, cleansers, exfoliants, anti-aging products, masks (classical skincare) and bottles (Cantàbrialab, etc.)

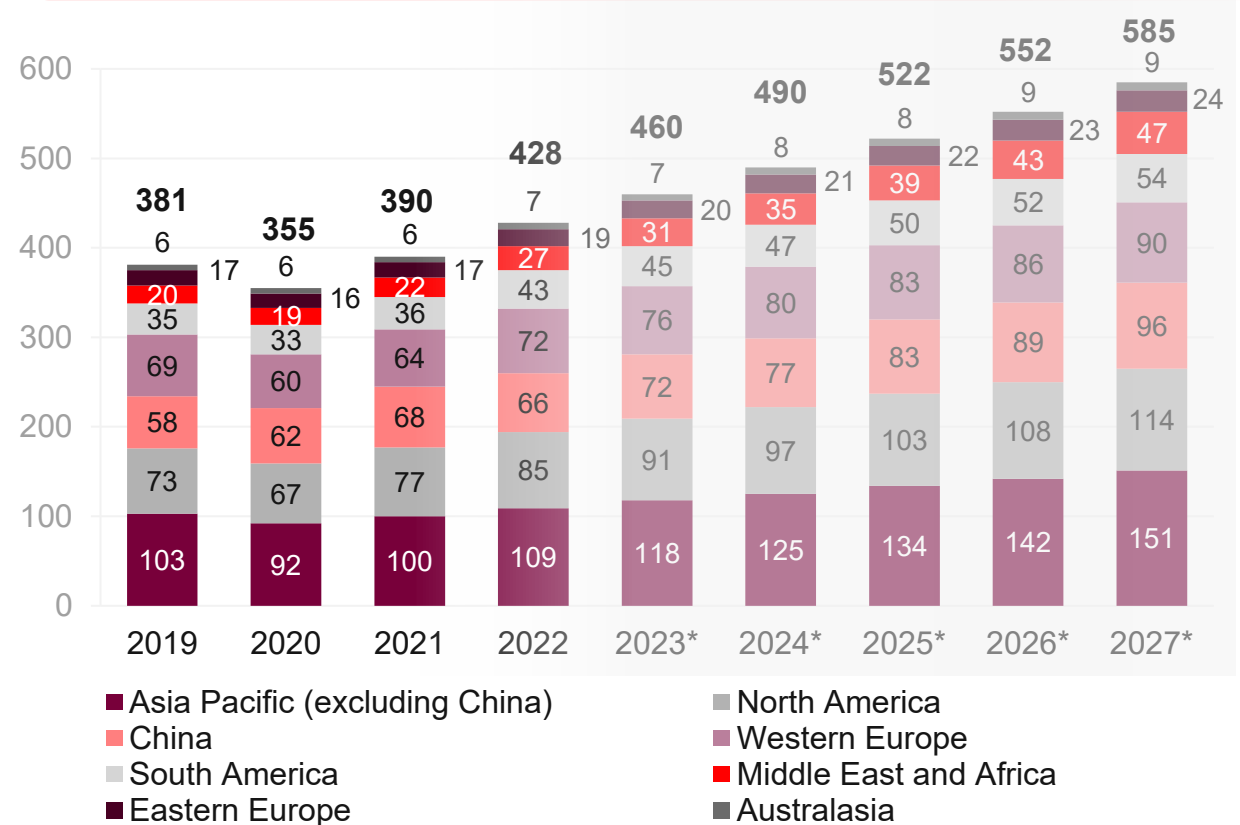


The Beauty sector on a global scale: business volume and forecasts for the industry

In 2023, the **Beauty industry** was valued at **460 billion dollars**, with 7% growth compared to 2022, and the **global market is expected to exceed 580 billion dollars** in retail sales in **2027**, with a 6% annual growth rate.

- Asia Pacific:** It is expected to undergo substantial growth and become a basic driver of the industry. The market is projected to total 151 billion dollars in retail sales in 2027.
- Europe:** It is expected to amount to at least 115 billion dollars in 2027. In both Western and Eastern Europe, consumers are opting for higher-end products, and this is expected to drive luxury within the industry.
- China:** While it will remain a crucial market, its rate of growth will slow, with sales reaching 96 billion dollars in 2027.
- North America:** The North American market is projected to total 115 billion dollars in 2027.

Retail sales of Beauty products by regions, 2015-2027 (billions of dollars)



Note: (*) Estimate

Source: McKinsey, 2023
CataloniaConnects

The Beauty sector on a global scale: business volume and forecasts for the industry (I)

Over the past year, the beauty and personal care industry has witnessed significant shifts in consumer preferences, driven by the search for **high-quality products and specific ingredients**. This trend toward “**premiumization**” is evident in the three main categories: facial care, hair care, and fragrances.



Facial care

€176.7 billion



€241.8 billion in 2027

- **“Premiumization”**: consumers prefer high-quality products; an 11% annual growth rate in luxury and one of 7% in prestige are projected.
- **Scientific innovation**: Science-based efficiency is a key driver.



Hair care

€83.7 billion



€111.6 billion in 2027

- **Skinification** and “**premiumization**”: Multi-step routines drive demand.
- **Innovation**: Greater willingness to try new and premium products.



Fragrances

€65.1 billion



€93 billion in 2027

- **Rise of luxury**: A 13% annual growth rate in luxury and one of 8% in prestige.
- **Market potential**: China accounts for less than 3%; the US, 16%.

The Beauty sector has more than 400 FDI projects in the 2020-2024 five-year period

The volume of FDI in the Beauty industry totaled **€12.72 B** in the period between 2020-2024, with a total of **420 projects**, 86.2% of which corresponded to the cosmetics, perfumery and personal care sub-sector and the remaining 13.8% to soap and cleaning products. **Spain, with 14 projects received, is the 11th-ranked global destination for this FDI and the 5th-ranked country of origin, with 22 projects.**






FDI in the Beauty industry, 2020-2024

420
projects






€12.72 B
in investment

74,002
jobs created

Countries of origin by projects

-  **1 United States** | 73 projects
-  **2 United Kingdom** | 51 projects
-  **3 France** | 45 projects
-  **4 Germany** | 42 projects
-  **5 Spain** | 22 projects

Destination countries by projects

-  **1 United States** | 61 projects
-  **2 UAE** | 34 projects
-  **3 Germany** | 33 projects
-  **4 China** | 28 projects
-  **5 France** | 23 projects

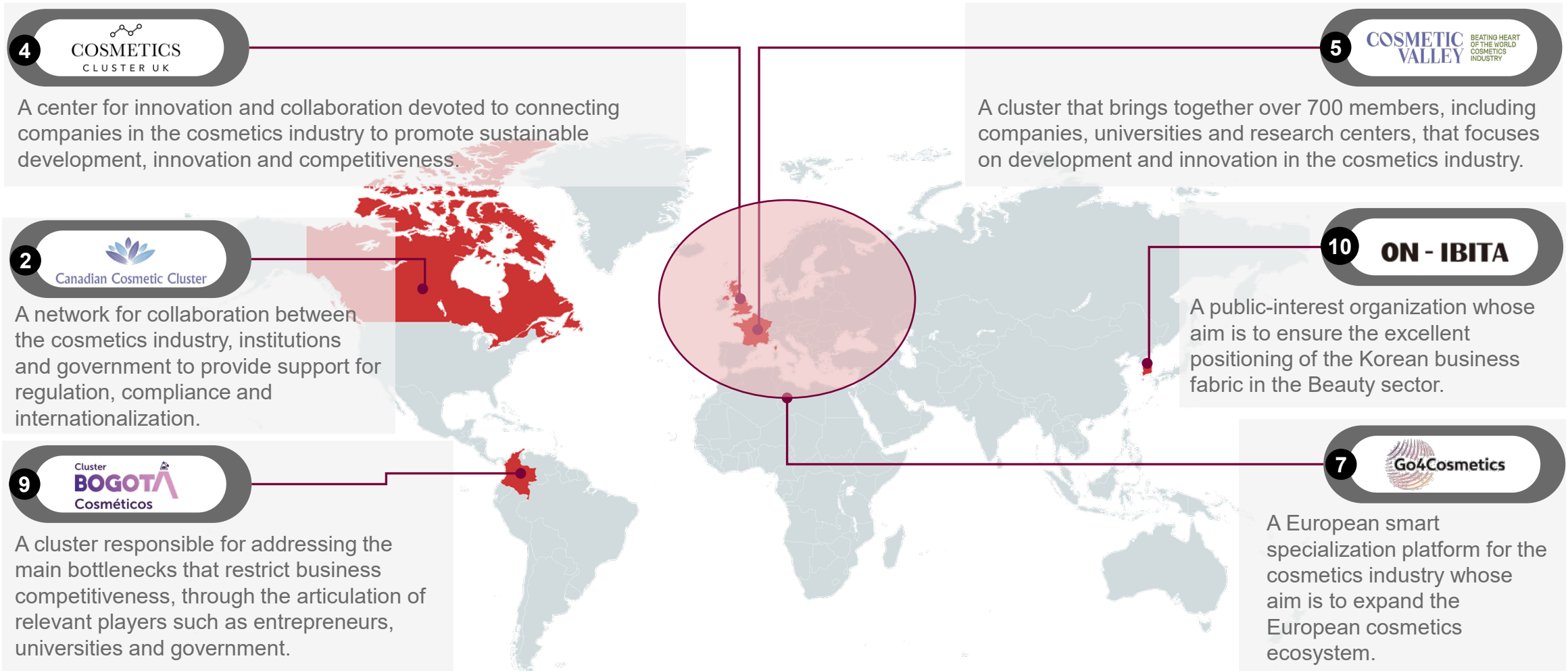
Main investing countries by projects, 2020-2024

1	 Unilever 12 projects	€555 M in investment	3,504 jobs created
2	 P&G 11 projects	€554 M in investment	5,200 jobs created
3	Beiersdorf 9 projects	€90.7 M in investment	1,014 jobs created
4	L'ORÉAL 7 projects	€320 M in investment	2,804 jobs created
5	 DXN 7 projects	€179 M in investment	2,583 jobs created

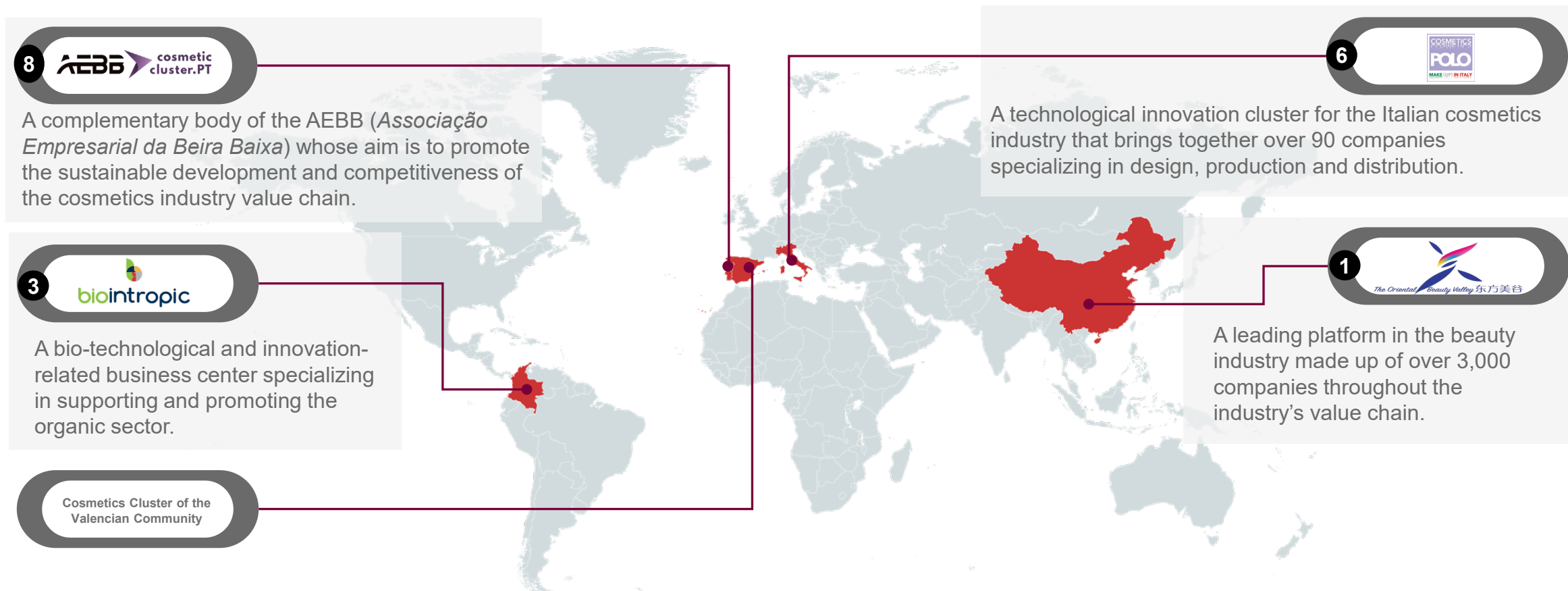
Notes: The “Cosmetics, perfume, personal care & household products” and “Soap, cleaning compounds & toilet preparation” sub-sectors have been taken into account.

Source: ACCIÓ, based on fDi Markets, 2025
CataloniaConnects

International benchmarking of global Beauty sector initiatives (I)



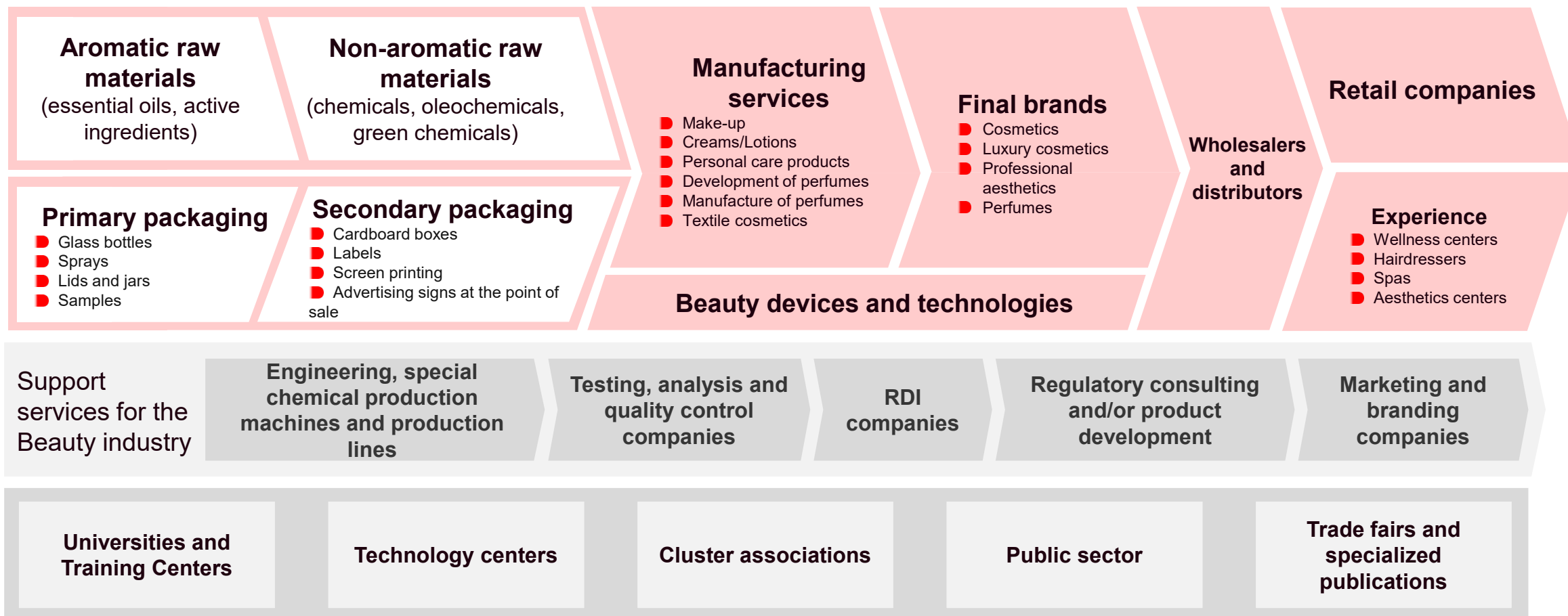
International benchmarking of global Beauty sector initiatives (II)



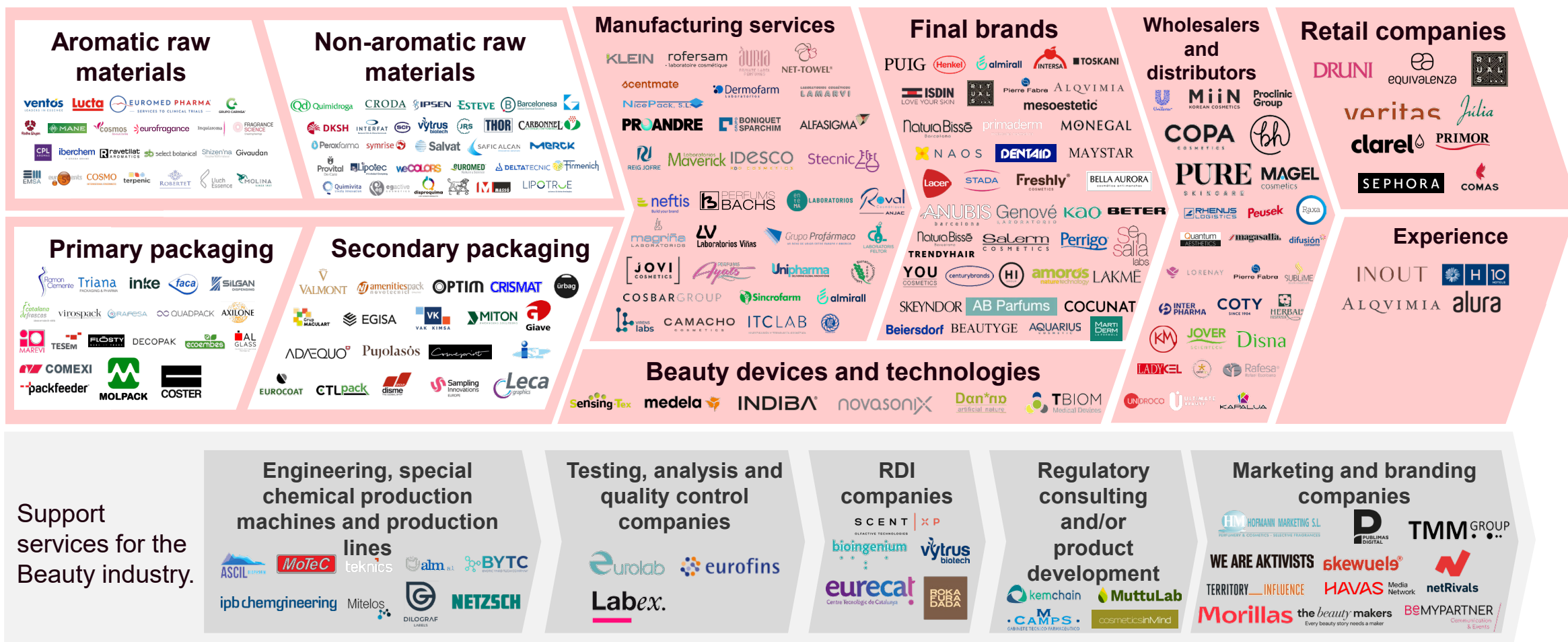
The Beauty industry in Catalonia

2. The Beauty industry in Catalonia

Definition of the value chain of the Beauty industry in Catalonia



Definition of the value chain of the Beauty industry in Catalonia (I)

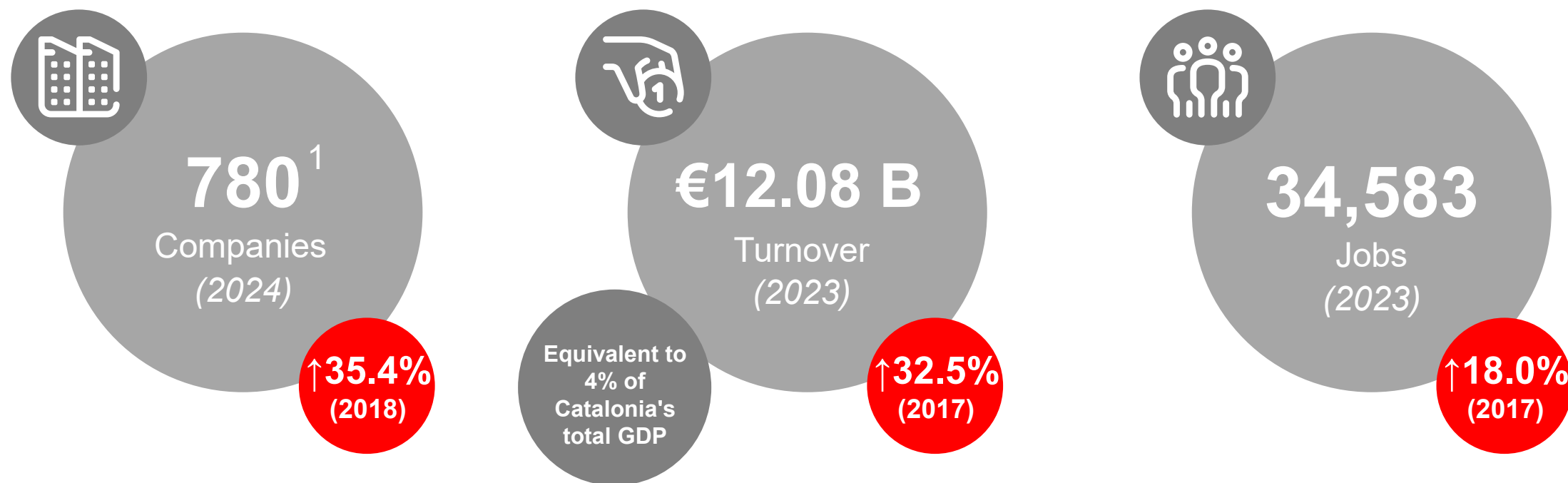


Notes: Non-exhaustive list of companies in the Beauty industry in Catalonia.

Source: Beauty Cluster
CataloniaConnects

Key data of the Beauty industry in Catalonia

13



Source: SABI, 2024.

Notes: 1. The mapping has been performed using ACCIÓ's reports and directories, the CNAE linked to the industry and other key sources, including: Beauty Cluster, register of companies with cosmetic product manufacturing and/or importing activity.

Profile of Catalan Beauty companies

Companies



780 companies

13%

of the companies are foreign subsidiaries

48%

of the companies are regular exporters

5%

of the companies are startups

- **90%** of the companies in the Beauty industry are SMEs.
- **49%** of the companies are industrial, with a significant weight in non-aromatic raw materials.
- The Puig Group alone accounts for 36% of the sector's turnover.
- 7 of the top 10 companies in the Beauty industry **are based in Catalonia**.

Turnover



€12,078M in turnover (2023)

This accounts for 4% of Catalonia's GDP

- A turnover that has grown by **33% compared to the 2017 data** displayed in the previous report (€9.12 B).
- The **fragrances, essences and perfumes** category is the one that accounts for the highest turnover volume with €5.34 B (44%), with the Puig Group at the top of the list.
- 75% of the turnover is concentrated in large companies (10% of the total of companies)

Employees



34,583 people employed

98%

of employees work in companies with over 10 years in existence

62%

of employees work in large companies.

35%

of employees work in the fragrances, essences and perfumes segment

The Beauty industry in Catalonia in figures

15

	COMPANIES		TURNOVER		WORKERS	
	Number of companies	%	Thousands of euros	%	Number of employees	%
Industry	383	49.1%	8,327,539	68.9%	22,479	65.0%
Fragrances, essential oils and perfumes	55	7.1%	5,336,096	44.2%	12,127	35.1%
Non-aromatic raw materials	122	15.6%	887,806	7.4%	2,386	6.9%
Manufacturing services	64	8.2%	867,143	7.2%	3,007	8.7%
Manufacturing services / Beauty devices and technologies	82	10.5%	761,902	6.3%	2,654	7.7%
Primary packaging / Secondary packaging	60	7.7%	474,592	3.9%	2,306	6.7%
Sales channel	260	33.3%	3,549,984	29.4%	10,467	30.3%
Final brands / Wholesalers and distributors	91	11.7%	1,688,944	14.0%	3,238	9.4%
Experience / Beauty devices and technologies	87	11.2%	1,167,381	9.7%	3,365	9.7%
Retail companies / Final brands	37	4.7%	586,164	4.9%	3,184	9.2%
Retail companies	29	3.7%	63,223	0.5%	570	1.6%
Wholesalers and distributors	16	2.1%	44,273	0.4%	109	0.3%
Support services for the Beauty industry	137	17.6%	201,284	1.7%	1,636	4.7%
Regulatory consulting and/or product development	47	6.0%	64,198	0.5%	177	0.5%
RDI companies	32	4.1%	44,455	0.4%	265	0.8%
Marketing and branding companies	30	3.8%	40,899	0.3%	253	0.7%
Engineering, special chemical production machines and production lines	7	0.9%	27,627	0.2%	673	1.9%
Total	780		12,078,808		34,583	

Source: The authors, based on SABI and interview data. **Note:** In the case of the largest companies in the Beauty industry, the data on billing and the number of employees have been compared and corrected upon the basis of the information provided by the companies during interviews and recently published financial reports.

Top 20 companies

The three largest companies collectively billed 42% of the turnover in this sector during the last available year. The main company, Puig, accounts for 36% of the industry's turnover.

We should highlight that, in a sector heavily dominated by large global players, two of the main companies are of Catalan origin.

7 of the 10 main companies in the Beauty industry are based and were created in Catalonia, and they correspond to various areas of activity, including fragrances, consumer products, dermocosmetics, products for professional use, and active ingredients.

These top 10 companies account for 54% of the Beauty industry's turnover in Catalonia.

The top 20, with a turnover of more than 7 billion euros (61% of the sector).

The turnover per employee ratio of companies specializing in Beauty varies between €1.3M, in the case of Ernesto Ventós, and €235,000 in the case of Isdin, with an average of €467,000 per employee.

ISDIN
LOVE YOUR SKIN

COTY
SINCE 1904

PUIG

Unilever

ventós
LEADERS IN ESSENCE

BEAUTYGE

Laboratorios
Maverick

Lucta

Lacer

Lluch
Essence

RITUALS

LABORATOIRES
Pierre Fabre

Dermofarm
Laboratorios
Qd Quimidroga

Henkel

GRUPO BONIQUET
SPARCHIM

EUROMED
Nature & Science

Julia

Givaudan

ACCIÓ
Catalonia
Trade & Investment

Generalitat de Catalunya
Government of Catalonia

CataloniaConnects

Catalonia has a stable support ecosystem to boost the competitiveness of the Beauty industry

Business associations



Clusters



Fairs



Technology and Research Centers



Administrative instruments of the Government of Catalonia



ACCIÓ

Catalan university centers that provide education related to the Beauty industry



A stable support ecosystem is key to the global competitiveness of the Beauty sector, as it facilitates access to essential resources for innovation, product development and adaptation to trends.

Cooperation between business associations, clusters, international fairs, technological centers and universities reinforces this environment, while ACCIÓ's institutional support boosts its international projection, consolidating Catalonia as a benchmark for beauty and cosmetics.

A well-structured support system not only accelerates the growth of the sector, it also provides it with the flexibility required to cope with a constantly evolving market.

Cosmetic innovation in Catalonia: Driving the future of the Beauty industry



Founded in 2014, the Beauty Cluster is a private cluster association made up of over 250 companies in the value chain of the cosmetics, perfumery and personal care industry.



The association works with the aims of promoting collaboration in the beauty industry and accelerating its processes of change and growth. It helps companies become more sustainable, innovate, expand abroad, train and further their digital transformations. It's a fundamental tool to help companies with the different problems they face in their business, including strategic change and support for entrepreneurs.



Beauty Cluster is currently the main cluster in Spain for the beauty industry and one of the main inter-connectors of the industry at home and abroad. It's the main reference cluster for the industry in all Spanish-speaking countries. It's striving to become the world's leading ecosystem for collaboration, business development and innovation in the sector.



It is the only accredited global Gold Label beauty cluster. Founder of the first business training organization specializing in beauty, the Beauty Business School and the Next in Beauty media outlet and the promoter of major events such as the Beauty Innovation Days, the Barcelona Perfumery Congress, the Digital Beauty Awards, the Beauty Startups Forum, the International Perfumery Competition (Mouillette d'Argent) and the Supplier Directory.

The Beauty Cluster currently has 250 members, accounting for **over 30% of the companies in the industry in Catalonia.**

Catalonia is the 3rd region in terms of capital investment in Beauty in the world (2020-2024)

Regions that invest in the Beauty industry

- 1 Île-de-France | €1.29 B
- 2 South-east | €1.13 B
- 3 **Catalonia** | €809 M
- 4 Ohio | €612 M
- 5 Guangdong | €606 M
- 6 Switzerland | €501 M
- 7 Kanto | €482 M
- 8 New York | €415 M
- 9 East of England | €368 M
- 10 Sweden | €307 M

As a region of origin, Catalonia takes a highly prominent position on the international stage in terms of investment in the Beauty industry.



2nd region in the European Union in number of projects



1st region in Spain in number of projects



2nd region in the European Union in invested capital



1st region in Spain in invested capital



2nd region in the European Union in jobs created



1st region in Spain in jobs created

Projects

14

Invested capital

€809 M

Jobs

1,522

Notes: The “Cosmetics, perfume, personal care & household products” and “Soap, cleaning compounds & toilet preparation” sub-sectors have been taken into account.

FDI in the Beauty industry in Catalonia (2020-2024)

2020-2024

Projects

6

2020-2024

Invested capital

€26.3 M

2020-2024

Jobs

276



13th region in the world
in number of projects



6th destination in the
European Union
in number of projects



COSMO
INTERNATIONAL FRAGRANCES

2 projects
Fragrances

€15.2 M
in investment

138
jobs created

- Opening of a new plant to quadruple the production capacity of the previous facility (2022).
- Opening of a creative center with application laboratories, and perfumers and offices (2021).



Beiersdorf

2 projects
Cosmetics

€9.2 M
in investment

116
jobs created

- Opening of a new office in Barcelona (2024).
- Expansion of the production area and construction of offices at its factory in Argentina (2022).



CPL
AROMAS

1 project
Aromatic products

€1.2 M
in investment

6
jobs created

- Investment in a sales, marketing and support project with the opening of new offices in Mataró (2021).



BIRCHBOX

1 project
Personal care

€0.7 M
in investment

16
jobs created

- Installation of the European operations center in Barcelona (2020).

Notes: The “Cosmetics, perfume, personal care & household products” and “Soap, cleaning compounds & toilet preparation” sub-sectors have been taken into account.



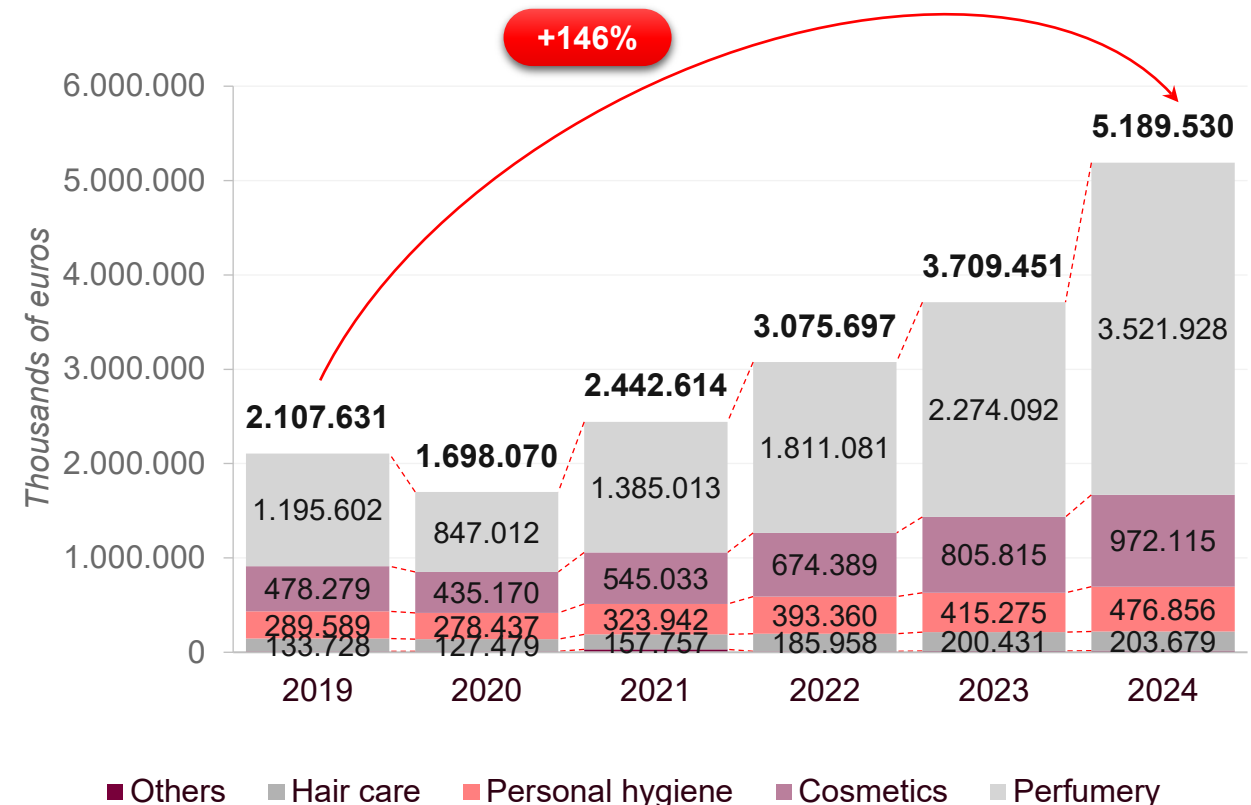
Catalan exports of perfumery products and cosmetics grow by 40% in 2024 and reach a record high

In 2024, perfumery and cosmetics exports from Catalonia totaled **5.19 billion euros**, constituting **40% growth compared to the previous year**, when 3.71 billion euros of exports were recorded.

This increase set a **record high** for the sector, consolidating Catalonia as a key player in the international market.

- Since 2019, the industry has undergone **cumulative growth amounting to 146%**, thus establishing an upward course.
- 3.9%** of Catalonia's exports come from the Beauty sector.
- Perfumery** clearly heads exports, accounting for 68% of the total for the sector and consolidates its leadership of exports in the Beauty industry.

Exports of perfumery products and cosmetics from Catalonia, 2019-2024

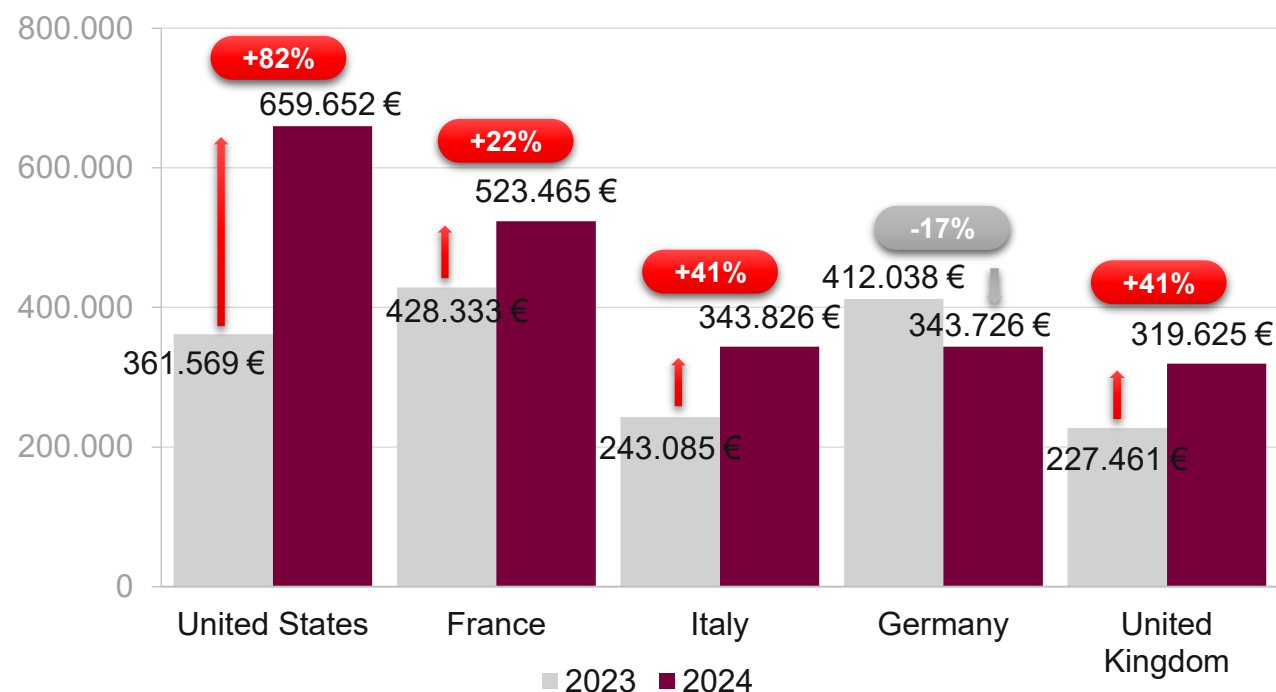


Source: ACCIÓ, based on ICEX (ICEX codes 3020901, 3020902, 3020903, 3020904, 3020905). **Catalonia Connects**

The United States leads the main export destinations of the Beauty sector

- The main export markets for these products are **the United States (659 million euros), France (523 million euros), Italy (343 million euros), Germany (343 million euros) and the United Kingdom (319 million euros)**. Together, these five countries accounted for 42% of total Catalan exports in the sector in 2024.
- An analysis of the annual evolution shows **sharp growth in international demand**, with significant increases in all of the markets except Germany. **We should highlight the United States, whose imports of Catalan perfumes and cosmetics increased by 82% in just one year**, thus establishing it as the main export destination. France and Italy also recorded significant 22% and 41% increases, as did the United Kingdom, which underwent 41% growth.
- Conversely, **Germany was the only market in which demand fell, with a 17% drop compared to 2023**. Despite this slowdown, it remains a key destination in Europe for Catalan perfumery and cosmetic products.

Main destinations for perfumery and cosmetic exports from Catalonia, in thousands of euros

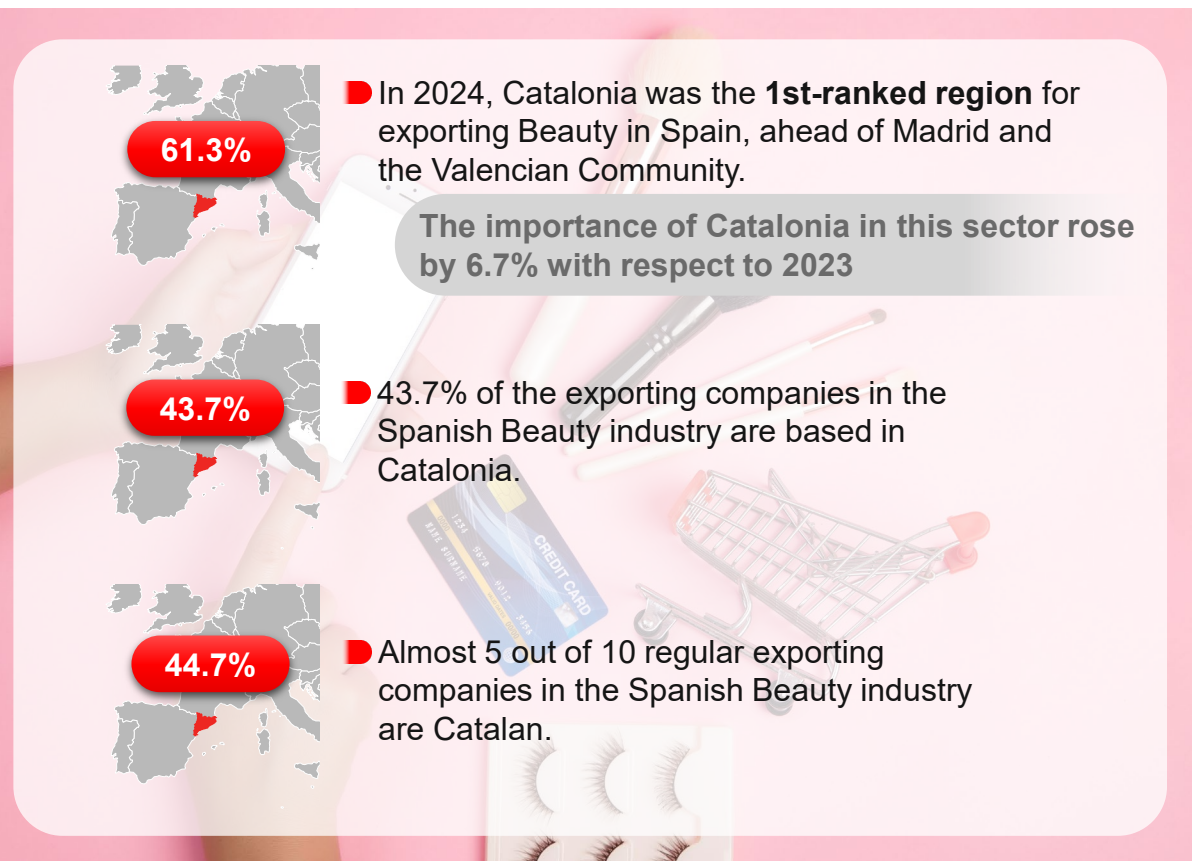


Source: ACCIÓ, based on ICEX (ICEX codes 3020901, 3020902, 3020903, 3020904, 3020905).

Positioning of foreign trade in the Beauty industry

On the international stage, Spain has become the second most important exporter of perfumery products in the world, with 8.9 billion euros in international sales in the industry. The **competitiveness and quality of Catalan products** have decisively helped reinforce this position

Catalonia has been the community in the country that exports the most cosmetics for more than 10 years.



Some of the most important regular exporting companies

PUIG

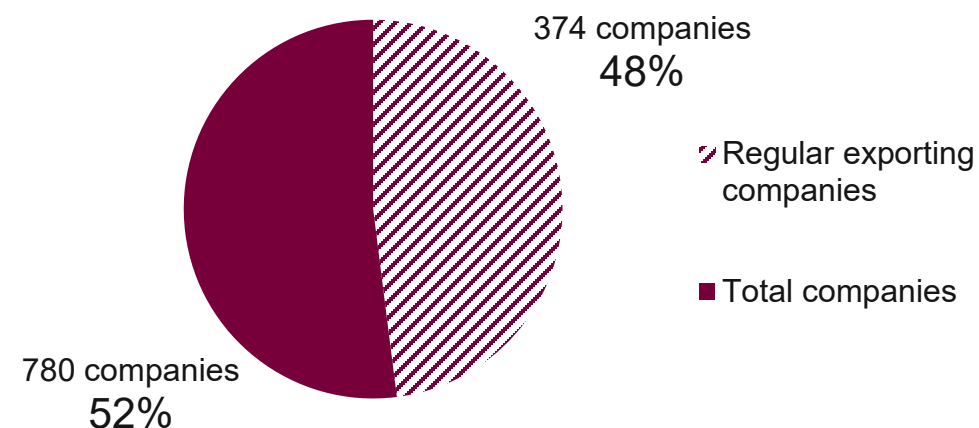
ISDIN

COTY
SINCE 1904

Givaudan

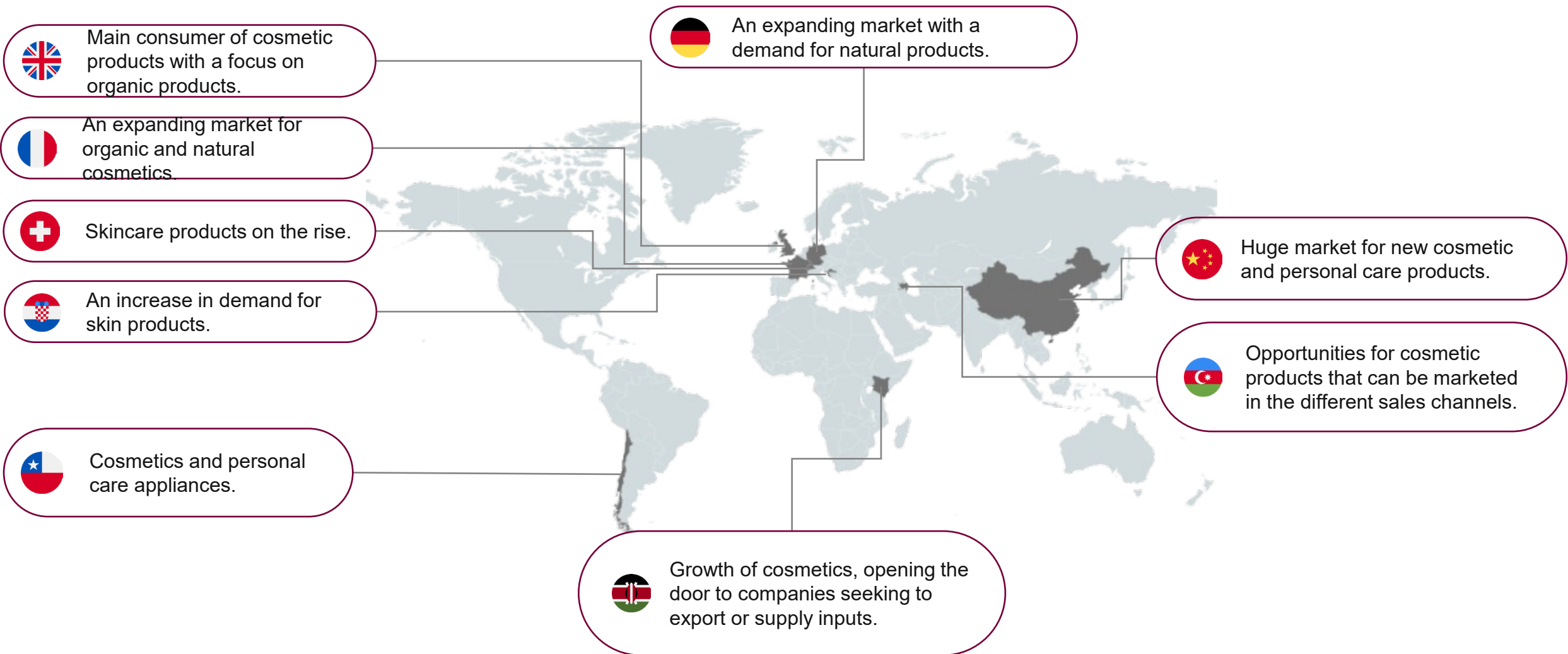
Laboratorios
Maverick

Regular exporting companies, 2024



Source: ACCIÓ, based on ICEX (CNAE code 2042: Manufacture of perfumes and cosmetics and 2053: Manufacture of essential oils)

International business opportunities for Catalan companies in the Beauty industry



3. Trends, opportunities and challenges in the Beauty industry

Main global trends

In 2023, consumption returned to the normal pre-pandemic levels. At the same time, a series of **trends** that would undoubtedly influence development in the coming years were observed:



Premiumization and affordability

Premiumization and affordability in beauty marked by creative shopping

Consumers of beauty products are cutting their budgets in some categories to afford superior options in others and seeking “imitations” to align themselves with their perceived value.



Ingredient-based products

Rise of ingredient-based beauty

The demand for products with ingredients is increasing worldwide, driven by consumers' desire to control their health.



Well-being extended to health

Well-being through skin health and the influence of dermocosmetics and longevity goals

Wellness has extended to different states of need, encompassing preventive health, nutritional balance, and health as a lifestyle.



Impact of hormones

Greater understanding of the impact of hormones on skin and hair

Over the past decade, consumers have striven to improve their understanding of how the hormonal changes that occur throughout life affect their skin and hair.

Another significant competitive trend is the rise of small brands that are heavily promoted via **social media channels** (e.g. TikTok) to attract the younger generations, active users of online platforms.

Cross-cutting trends



Sustainability

The desire to acquire **socially and environmentally friendly products** is a purchasing criterion which is beginning to percolate through today's society.

1. Circular management of materials in production
Formulations with sustainable ingredients
Optimization of resources, by-products and waste
Communication and use to enhance sustainability.



Generation Z habits

As Generation Z grows, brands have to adapt and find new ways of catering for them.

Key trends that are transforming the Beauty industry



Sustainability

Sustainability has ceased to be an added value and become a strategic pillar of the Beauty industry. Stricter regulations, increasingly demanding consumers and the rise of ecological certifications are driving a profound transformation within the sector.



New consumption habits

Generation Z is redefining the consumption of beauty products, integrating wellness into their rituals, prioritizing authentic and inclusive brands, and making informed purchasing decisions based on reviews and virtual tests.



The advent of AI and other technologies

Artificial intelligence is transforming the Beauty industry, improving the shopping experience, personalizing products and fostering innovation in its formulations. These technologies are not only reinforcing the relationship between brands and consumers, they are also driving differentiation in an increasingly competitive market.



Digitization and the power of the new channels

Digital commerce has redefined the way in which consumers discover and purchase beauty products. Social commerce, direct sales and personalized experiences have gained prominence, with social media, influencers and online platforms playing key roles in shopping-related tips and decisions.



Innovation in formulations: biotechnology and new active ingredients

Biotechnology is heralding a new era in the formulation of cosmetics, promoting more effective, safe and sustainable alternatives. Through innovation in ingredients and processes, the sector is evolving towards solutions that optimize functionality without undermining the ecosystem.



Reorganization of the business fabric

The Beauty industry is undergoing a process leading to business concentration, with large companies reinforcing their positions through mergers and acquisitions. Meanwhile, smaller brands are seeking to become more distinctive with innovative models and strategic partnerships so as to compete in an increasingly demanding and globalized market.

Business opportunities for Catalan companies



Opportunities in the area of raw materials and manufacturing services

Catalonia has **significant industrial capacity**, a **great tradition in the manufacture of cosmetics** and beauty products, and **privileged access to high-quality natural materials**.



Supply of natural and organic raw materials

Catalonia, with its great biodiversity and agricultural tradition, has **access to a wide range of high-quality raw materials**, including essential oils, medicinal plants, flowers, and natural extracts. One opportunity for Catalan companies is the **creation of natural and organic ingredient lines**, growing and processing these local ingredients for themselves and others. There is also an increase in demand for **certified and eco-certified organic products** that companies can use to validate their products in the market.



Contract manufacturing (Private Label)

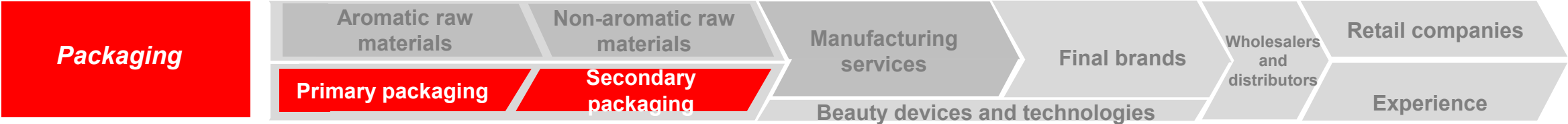
Many brands want to launch their own beauty products but don't want to invest in the infrastructure required to produce them. Thus, they hire external manufacturers to produce their products under their own brand. Therefore, as in the case of Lluch Essence, one opportunity is **create a line of "private label" manufacturing services for startups that don't want to manage the manufacturing**. They can also incorporate innovation into product formulations by **offering R&D services and creating unique products** to help brands seek differentiation in the market.



Custom cosmetics manufacturing

The customization of products according to skin types, preferences and specific needs offers great market potential. This product customization is accompanied by technology which, **through interactive platforms, allows consumers to personalize "online" cosmetics and receive products suited to their needs**. One example is L'Oréal's "My Skin Track" service, an application that helps users customize facial care products according to their skin type and environmental conditions.

Business opportunities for Catalan companies (I)



Opportunities in the field of packaging

Personalization and innovation in packaging design is one of the most dynamic areas of the beauty industry. Catalan companies have the opportunity to enter this market by offering creative packaging solutions that can be distinguished by their functionality and aesthetics.



Luxury packaging with exclusive design

Companies specializing in luxury cosmetics packaging can **offer customized and high-quality products for premium brands**. Quadpack, for example, uses packaging designed exclusively for lines of luxury cosmetics, with high-quality finishes and painstaking attention to detail. Catalan companies could **increase their range of products with innovative designs for small brands seeking to make progress** in the global cosmetics market.



Technological packaging

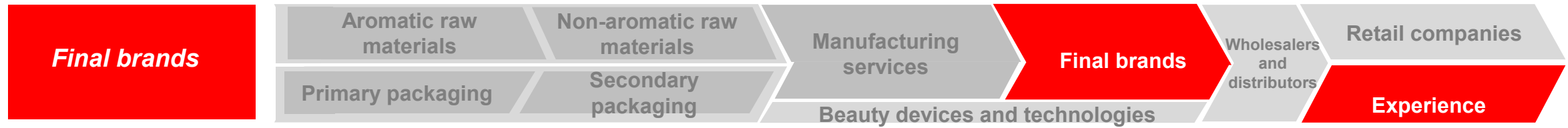
Smart packaging can incorporate functions that will improve the consumer experience and bring added value to cosmetic products. **Packaging with an QR code** and augmented reality (AR) can connect the consumer with **interactive content**. This is particularly popular in cosmetics, as consumers seek additional product information, make-up tutorials, and immersive experiences.



Adapted packaging

Companies can offer **designs that take into account local consumption habits**, such as the **size of the packaging**, or a preference for **certain materials that are more sustainable or economical, depending on the market**. For example, brands in China are using smaller packaging to adapt to local consumer preferences who value convenience and mobility. Companies such as EGISA offer a personalized service throughout the production process, offering flexibility in the design and manufacture of high-end cardboard folding boxes.

Business opportunities for companies based in Catalonia (II)



Opportunities in the final brands area

The opportunities within the context of final brands are based on global and local market trends, as well as **the strengths of Catalonia in innovation, design and production.**



Luxury and personalized cosmetics

Consumers want **products suited to their particular needs** (e.g. personalized creams according to their skin type). Companies like Coty constantly invest in innovation to offer solutions featuring **personalized and exclusive cosmetics**. There is an opportunity for the design and manufacture of customized cosmetic products for brands seeking to seek differentiation in the global market.



Professional aesthetics

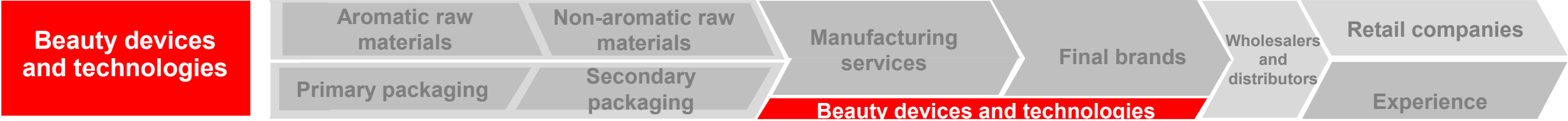
The professional aesthetics sector continues to grow, with a focus on **more sophisticated treatments and the creation of personalized experiences**. Catalan companies can capitalize on this trend by developing **state-of-the-art products and equipment for salons, spa treatments and beauty clinics** as do, for example, Natura Bissé and Skeyndor.



Innovation and technology

A major opportunity for Catalan companies is to apply technology to their solutions. These may **include the use of augmented reality, artificial intelligence to personalize cosmetics, and mobile applications to improve the connection with the consumer**. For example, L'Oréal has pioneered augmented reality to enable consumers to try products virtually before buying them. There exists an opportunity for Catalan companies to **develop applications and technological devices for a better shopping experience**, creating AI-based solutions to **personalize product recommendations and improve the customer service**.

Business opportunities for companies based in Catalonia (III)



Opportunities in the field of beauty devices and technology

Beauty **technology and devices** constitute one of the **most dynamic and innovative areas within the global beauty market**. Catalan companies have a great opportunity to capitalize on the current trends to position themselves as leaders of the manufacture and distribution of technological devices applied to personal care.



Facial care devices

Consumers are seeking solutions to improve their skin health without having to visit a professional. **Facial cleansing devices, microdermabrasion and LED light devices for acne and wrinkle treatments** are growing in popularity. Foreo, a Swedish brand, has revolutionized the market with facial cleansing and anti-aging devices that use sonic pulsation technology and other advanced features.



Hair care devices

In the case of hair care, there are opportunities based on **hair loss laser therapy** (especially in the trichology, hair breakage and hair loss sector) and in **hair regeneration massages**. HairMax offers home laser devices to treat hair loss, with proven results in clinical studies.



Hair removal devices

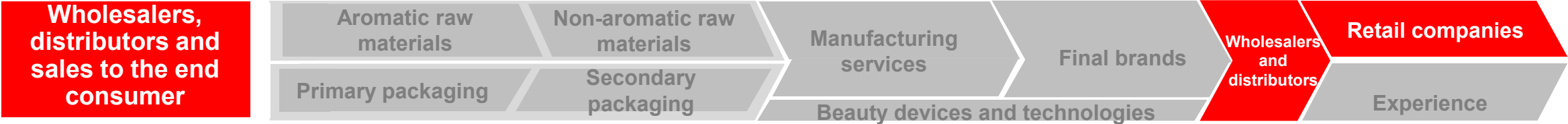
Hair removal continues to be one of the most in-demand areas of personal beauty, and **affordable home hair removal devices** have become very popular in recent years due to their **consistency and long-term effectiveness**. Philips and Braun have been pioneers in the creation of home hair removal devices with laser and light therapy technologies.



Nail care technology

Design and innovation in nail aesthetics is also a category on the rise. More specifically, **nail gelification using UV, LED light** and other devices for **professional and domestic manicures and pedicures**.

Business opportunities for companies based in Catalonia (IV)



Opportunities in the field of wholesalers, distributors and sales to the end consumer

As the **global market continues to grow, especially in areas such as cosmetics, perfumery, professional aesthetics and luxury cosmetics**, Catalan companies can capitalize on several emerging trends to expand in these segments.



International expansion

The globalization of the beauty industry has opened doors for distributors and wholesalers who can capitalize on **the expansion of local brands into new markets**. Catalan companies have the opportunity to distribute beauty products in emerging regions such as Asia, Latin America and Eastern Europe, in which the beauty sector is undergoing significant growth. Therefore, the opportunities lie in **establishing distribution channels in emerging markets and collaborating with local distributors**. Moreover, brands can harness the tourist attraction of Catalonia due to its international image.



Distribution in the shift towards e-commerce

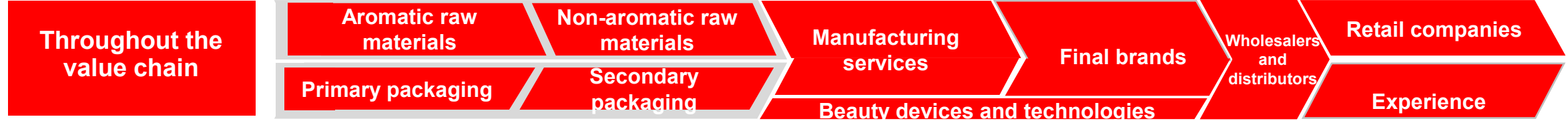
E-commerce has transformed the way in which beauty products are distributed. Catalan companies can take advantage of this transition to **expand their distribution networks through digital platforms**. This can be done by promoting e-commerce for small and medium-sized beauty enterprises by **designing applications and online stores and making the most of digital platforms (through proprietary applications or by collaborating with the applications of other brands)** in order to establish global distribution channels, reach new consumers in emerging markets and improve the shopping experience.



Social Commerce and Influencer Marketing

Social networks, particularly Instagram Shopping, TikTok and YouTube, have become direct sales channels for beauty products. **Influencers can play a crucial role in promoting products and creating trends**, as consumers can **buy products directly from the publications** of the brands or influencers.

Business opportunities for Catalan companies (V)



Cross-cutting opportunities throughout the value chain.



Sustainability

- **Raw materials:** Use natural and organic ingredients (such as local vegetable oils), approve them as eco-certified and apply fair trade practices.
- **Manufacturing:** Use renewable energies, optimize processes to reduce waste and promote production with a low carbon footprint.
- **Packaging:** Create recyclable, reusable or biodegradable packaging and develop refill solutions for cosmetic products.
- **Distribution and sales:** Make use of efficient distribution routes, use electric vehicles and optimize sustainable e-commerce.
- **End consumer and education:** Create educational campaigns and offer incentives for sustainable practices.



Clusterization

- **Raw materials:** Access to natural and organic ingredients through clusters such as Beauty Cluster Barcelona, which facilitate connections with sustainable and certified suppliers.
- **R&D and innovation:** Support for the development of new products and advanced technologies, such as shared laboratories and advice on technological innovation.
- **Manufacturing:** Improved production processes with green technologies and the optimization of resources, helping reduce costs and increase efficiency.
- **Distribution and sales:** Internationalization and commercial agreements to expand into new global markets, with support for online distribution and international operations.
- **Marketing and Digital Marketing:** Support to improve digital marketing strategies, including collaboration with influencers and social commerce strategies.
- **Sustainability:** Implementation of sustainability practices in all of the processes, with advice on reducing the carbon footprint, eco-certificates and the circular economy.

Potential and future technologies applied to the sector

The beauty industry is undergoing a technological revolution, with advances allowing for more personalized, efficient and sustainable treatments. These technologies are transforming the way in which we care for our skin, hair and general appearance, providing innovative solutions based on science and technology.

- 1 **Neurocosmetics**
- 2 **Nanotechnology**
- 3 **Smart make-up and perfumes**
- 4 **Bio-hacking**
- 5 **Regenerative cosmetics and advanced bio-materials**
- 6 **Artificial Intelligence and big data**
- 7 **Aesthetic medicine and genetic engineering**

Cross-cutting trends



Growth of beauty tech

The sector is expected to grow by 15%-20% each year until 2030.



Hyper-personalized consumers

78% of users want routines tailored to their unique needs.



Sustainability as a priority

60% of consumers prefer eco-friendly and cruelty-free brands.



Adoption of AI and digital diagnostics

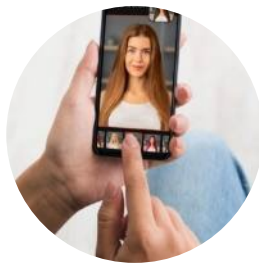
Companies like L'Oréal, Shiseido and Sephora are developing AI for real-time product recommendations

Identification of the main strategic challenges facing the industry



Internationalization

Internationalization is a key challenge for the Catalan Beauty industry, which is facing growing global competition and high dependence on specific markets.



Attracting technical talent in key areas of the Beauty industry

It is essential to have the right talent to guarantee the continued success of the Beauty sector in Catalonia. However, the sector faces challenges when it comes to attracting highly specialized talent in key areas such as perfumery and cosmetic formulation, affecting innovation and competitiveness in the international markets.



Omni-channel integration in the Beauty industry

The effective integration of omni-channel is key to maintaining the competitiveness of the Beauty sector, requiring the integrated management of physical and digital channels to offer consistent and personalized experiences.



Adaptation to the new technologies

Digitization and the effective adoption of new technologies are key to ensuring the competitiveness of the Beauty sector, particularly in an increasingly demanding environment. This challenge requires companies to adopt appropriate technological solutions aligned with their objectives and capabilities so as to maintain their relevance and growth.



Competition and differentiation in the market

The Beauty sector in Spain faces increasingly intense competition, characterized by growing market concentration and pressure from large international groups, obliging local brands to seek clear differentiation strategies.



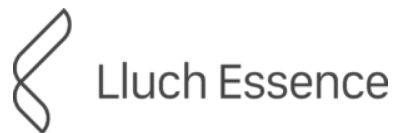
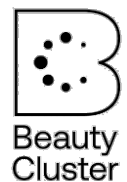
Adaptation to the new environmental and sustainability regulations

Sustainability has become a key requirement to compete, forcing the Beauty industry to face challenges related to adapting to stricter environmental regulations, particularly in the European Union.

The Beauty industry in Catalonia

4. Main success stories

Companies and entities interviewed within the framework of the study



Success stories of the Beauty industry in Catalonia

1



Bella Aurora is celebrating 135 years as a benchmark for anti-blemish cosmetics, boasting international operations and a commitment to innovation. It has received recognition from Kantar and Microsoft for its connection with its customers and its digital transformation.

2



Perfumeria Comas, with over 80 years of history, has evolved into a diversified model encompassing niche perfumery, distribution and manufacturing.

3



Specialized in representing international brands in the Iberian market, **COPA Cosmetics** has an excellent commercial strategy and a significant presence in pharmacies and perfumeries.

4



A producer of high-quality fragrances with operations on the five continents. We should highlight its commitment to R&D, sustainability and new ingredients.

5



A company with expertise in aromas and fragrances for cosmetics, food and detergents, focusing chiefly on innovation, internationalization and customized solutions.

6



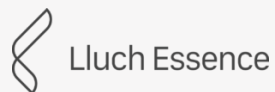
A leader in photo-protection and dermatology with a large international presence. It exports a large part of its production and excels in its scientific innovation.

7



A chain with over 70 establishments in Andorra and Spain, it stands out in terms of its innovation, with new formats such as Júlia Young and digital experiences.

8



A leading family business in the distribution of essential oils, with operations in 70 countries and a high capacity for adaptation and strategic partnerships.

9



Specialized in high-tech active ingredients. Less than a decade old, it can be found in over 50 countries, thanks to its commitment to biotechnology.

Success stories of the Beauty industry in Catalonia (I)

10



A leader in dermocosmetics in pharmacies with a global presence and a focus on R&D, sustainability and digital commerce, particularly in China.

11

MONTIBELLO
EXPERIENCE BEAUTY

A leader in professional cosmetics for hairdressing salons, with over 50 years' experience and a commitment to personalization and digitization.

12

Natura Bissè
Barcelona

A high-end brand with operations in over 40 countries and at 450 luxury hotels. It excels in its innovation and leadership in the premium and wellness segment.

13



A leader in natural ingredients for cosmetics with a presence in over 90 countries. It excels in its innovation and commitment to sustainability.

14



An international group with over 25 iconic brands and a presence in 150 countries. Its IPO has reinforced its global leadership in Beauty.

15



A leader in cosmetics and make-up packaging. With its own plants and industrial partnerships, it's consolidating its position in global packaging.



5. Annex

Methodology

The mapping of companies in the Beauty sector in Catalonia has been carried out by cross-checking the different databases of existing companies (corresponding to the Beauty Cluster Barcelona and ACCIÓ) and new sources obtained from SABI and the Ministry of Health's register of companies conducting manufacturing and/or import activity related to cosmetic products. By means of exhaustive selection work, hundreds of companies have been analyzed, 780 of which have been included in this edition, 27% more than in the previous one.

The analysis has been more thorough in the largest and most representative companies, followed by a focus on the TOP20 leading companies in the territory. The above approach does not exclude the smallest companies and newly-created startups, which have been exhaustively mapped to ensure that they were included in the database and taken into account in statistical terms.

The aggregated data focus on companies for which there are turnover figures published in the Mercantile Registry. The information on companies that operate in multiple locations (inside and outside Catalonia) has been adjusted upon the basis of the percentage of the company's activity that can be attributed to Catalonia.



Thank you!

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More information about the sector and related news:

<https://catalonia.com/key-industries-technologies/fashion-design/beauty-industry-in-catalonia>

