

The German Cosmetic, Toiletry, Perfumery, Detergent and Maintenance Products Market at Retail Sales Prices

*IKW projection overall market based on GfK (Jan-Sep 2023) and own surveys

Date: 07 Dec 2023

	2022 Mio EUR	2023* Mio EUR	Change 2022/2023	CAGR 2018-2023
Beauty Care & Home Care	19.473	21.140	8,6%	3,2%

4,2%

Beauty Care Products		14.333	15.853	10,6%	
thereof	Hair care	3.262	3.586	9,9%	2,9%
	Skin and face care (m/w)	3.151	3.421	8,6%	1,4%
	Oral and dental care products	1.697	1.817	7,1%	3,0%
	Decorative cosmetics	1.702	2.003	17,7%	2,1%
	Bath and shower preparations	901	984	9,2%	1,9%
	Fragrances	1.726	1.985	15,0%	15,3%
	Deodorants	791	959	21,2%	4,8%
	Soaps and syndets	462	421	-8,9%	3,5%
	Shaving care products (m/w) / Pre- und Aftershaves	188	192	2,1%	-0,9%
	Other beauty care products 1)	455	485	6,6%	2,7%

1) Foot care products; Depilatories; Baby care products excl. shampoo/bath & shower/soaps

Home Care Products		5.140	5.287	2,9%	
thereof	Hard surface cleaners 2)	1.232	1.243	0,9%	2,3%
	Laundry detergents / heavy-duty	1.314	1.356	3,2%	1,4%
	Dishwashing detergents	908	938	3,3%	4,0%
	Air fresheners	450	454	0,9%	1,7%
	Fabric conditioner	335	352	5,1%	1,6%
	Laundry additives 3)	314	338	7,6%	3,3%
	Automotive care	253	254	0,4%	0,3%
	Laundry detergents / light-duty	210	227	8,1%	1,4%
	Furniture/floor/carpet cleaners	66	67	1,5%	0,3%
	Leather care products	58	58	0,0%	-1,9%

2) Bath, sanitary, glass, window, home cleaning agents; pipe, drain cleaning agents, special cleaning agents (oven, lime, metal); WC cleaning agents and stones

3) Stain removers, waterproofing products, pre-wash additives, soaking agents, bleaches, starches, ironing aids, dye removers

The German Cosmetic, Toiletry, Perfumery and Detergent Association / Mainzer Landstraße 55, 60329 Frankfurt am Main

T +49.69.2556-1331 / info@ikw.org / www.ikw.org / www.twitter.com/ikw_org / linkedin.com/company/ikw