

Perfumes and Cosmetics Export of France: A Comprehensive Trade Overview

Perfumes and cosmetics are different components that give a pleasant scent to the body or enhance the appearance when applied to the face, hair, or skin. The growing universal demand and the introduction of the global population into its daily lifestyle for maintaining an aesthetic and consistent appearance have driven the overall trade of perfumes and cosmetics. The technological innovation for developing new skincare formulations and the brand recognition and marketing have maintained the continuity in the upward trajectory of the bar graph. [France Import Data](#) says, the country in Western Europe sharing borders with Belgium, Germany, and Switzerland in the north, east, and west directions has recorded itself as a leading exporter of perfumes and cosmetics because of the heavy investment in R&D for fragrances and the extreme focus on natural and organic ingredient-based products.



The integration of digital technologies in production and the strong global reputation have resulted in an export trade value of perfumes and cosmetics worth 28 billion US dollars in 2024. The pricing strategy set up for maintaining the compatibility and the stable demand from emerging markets has been substantially benefiting the perfumes and cosmetics trade. Subscribe to Import Globals, the leading France import export trade provider, to stay updated with the latest information regarding the perfumes and cosmetics export via the France trade data.

THE GOVERNMENT PLANS TO SUPPORT THE PERFUME AND COSMETICS EXPORT OF FRANCE IN 2024

The Beauty Industry Package by the French Federation for Beauty Companies, launched by the government authorities, has encouraged innovation in product formulation. It has promoted the use of natural ingredients while reducing the environmental impact. The France 2030 roadmap by the government authorities has accelerated the chemical industry's energy transition while supporting projects at various stages of development.

The investment in domestic manufacturing has influenced the French cosmetics industry to maintain continuity in its investment in domestic manufacturing, while opening up new production facilities for job creation. The European Union tariff negotiations with the United States have addressed the trade barriers for protecting the competitiveness of the French cosmetics industry.

THE LEADING BRAND VARIANTS OF PERFUMES AND COSMETICS EXPORTED FROM FRANCE

France, via the introduction of cutting-edge technologies in the manufacturing of perfumes and cosmetics to maintain compatibility with global standards, has recorded diversification in its export portfolio. According to the [France Export Data](#), the top 10 leading brand variants of perfumes and cosmetics exported from the nation in 2024 are,

- **Chanel** – The total amount of **Chanel** products exported from France in 2024 – 8 billion US dollars
- **Dior** – The total amount of **Dior** products exported from France in 2024 – 6.21 billion US dollars
- **L'Oréal** – The total amount of **L'Oréal** products exported from France in 2024 – 5.19 billion US dollars
- **Lancôme** – The total amount of **Lancôme** products exported from France in 2024 – 4.76 billion US dollars
- **Thierry Mugler**– The total amount of **Thierry Mugler** products exported from France in 2024 – 3.82 billion US dollars
- **Yves Saint Laurent (YSL)** – The total amount of **Yves Saint Laurent (YSL)** products exported from France in 2024 – 2.15 billion US dollars
- **Guerlain**– The total amount of **Guerlain** products exported from France in 2024 – 2 billion US dollars
- **Bourjois**– The total amount of **Bourjois** products exported from France in 2024 – 1.89 billion US dollars
- **Clarins** – The total amount of **Clarins** products exported from France in 2024 – 1.05 billion US dollars
- **Sisley** – The total amount of **Sisley** products exported from France in 2024 – 900 million US dollars

TOP 10 EXPORT TRADE PARTNERS OF FRANCE IN 2024

The country, with its proper trade stability and pricing strategies, has maintained a suitable bilateral relationship with the topmost importing nations. As per the **France Customs Data**, the top 10 export trade partners of the nation for perfumes and cosmetics exported in 2024 are,

- **Germany** – The annual valuation of perfumes and cosmetics exported from France to **Germany** in 2024 – 7.19 billion US dollars

Top 5 brand variants of perfumes and cosmetics exported

- **Tom Daxon**
- **Memo Paris**
- **Tiziana Terenzi**
- **Ormonde Jayne**
- **Juliette Has a Gun**
- **United States** – The annual valuation of perfumes and cosmetics exported from France to **the United States** in 2024 – 6.57 billion US dollars

Top 5 brand variants of perfumes and cosmetics exported

- **MFK**
- **Zadig & Voltaire**
- **Nina Ricci**
- **Jean Patou**
- **Baccarat Rouge 540**
- **Italy** – The annual valuation of perfumes and cosmetics exported from France to **Italy** in 2024 – 5.19 billion US dollars

Top 5 brand variants of perfumes and cosmetics exported

- **Creed**
- **Amouage**
- **Penhaligon's**
- **Clive Christian**
- **Serge Lutens**
- **Belgium** – The annual valuation of perfumes and cosmetics exported from France to **Belgium** in 2024 – 4.78 billion US dollars

Top 5 brand variants of perfumes and cosmetics exported

- **Maison Francis Kurkdjian**
- **Byredo**
- **Diptyque**
- **Le Labo**
- **Jo Malone London**
- **Spain** – The annual valuation of perfumes and cosmetics exported from France to **Spain** in 2024 – 3.91 billion US dollars

Top 5 brand variants of perfumes and cosmetics exported

- **Lanvin**
- **Oscar de la Renta**
- **Jean Paul Gaultier**
- **Donna Karan**
- **Miu Miu**
- **United Kingdom** – The annual valuation of perfumes and cosmetics exported from France to **the United Kingdom** in 2024 – 2.78 billion US dollars

Top 5 brand variants of perfumes and cosmetics exported

- **Celine**
- **Ralph Lauren**
- **Burberry**
- **Salvatore Ferragamo**
- **Kenzo**
- **China** – The annual valuation of perfumes and cosmetics exported from France to **China** in 2024 – 2.19 billion US dollars

Top 5 brand variants of perfumes and cosmetics exported

- **Le Labo**
- **Byredo**
- **Diptique**
- **Jo Malone London**
- **Creed**
- **Netherlands** – The annual valuation of perfumes and cosmetics exported from France to **the Netherlands** in 2024 – 1.87 billion US dollars

Top 5 brand variants of perfumes and cosmetics exported

- **Amouage**
- **Penhaligon's**
- **Clive Christian**
- **Serge Lutens**
- **MFK**
- **Switzerland** – The annual valuation of perfumes and cosmetics exported from France to **Switzerland** in 2024 – 1.54 billion US dollars

Top 5 brand variants of perfumes and cosmetics exported

- **Zadig & Voltaire**
- **Nina Ricci**
- **Jean Patou**
- **Baccarat Rouge 540**
- **Tom Daxon**
- **Poland** – The annual valuation of perfumes and cosmetics exported from France to **Poland** in 2024 – 1 billion US dollars

Top 5 brand variants of perfumes and cosmetics exported

- **Memo Paris**
- **Tiziana Terenzi**
- **Ormonde Jayne**
- **Juliette Has a Gun**
- **Maison Margiela**