



## COSMETICS (COS)

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### Overview

Unit: USD thousands

	2011	2012	2013 (estimated)	2014 (estimated)
Total Market Size	1600	1672	1722	1773
Total Local Production	857	891	918	945
Total Exports	60	63	64	66
Total Imports	803	843	868	894
Imports from the U.S.	245	257	258	265
Exchange Rate: 1 USD	1.000	1.000	1.000	1.000

Total Market Size = (Total Local Production + Total Imports) – (Total Exports)

Data Sources:

Total Local Production: Australian Bureau of Statistics

Total Exports: Australian Bureau of Statistics

Total Imports: Australian Bureau of Statistics

Imports from U.S.: Australian Bureau of Statistics

The Australian cosmetics and toiletries market value was US\$1.6 billion, with imports representing 50 percent.

The cosmetics and toiletries industry in Australia is strongly influenced by the importance of personal appearance, both for women and men. Australians are becoming more concerned with wellness issues and seek products that prolong a youthful appearance.

Of the import market, the U.S. holds a substantial share at 30 percent. Color cosmetics, which account for 45 percent of retail sales, is key to growth. As a result of the Free Trade Agreement between the United States and Australia, the general import duty on cosmetics and toiletries from the United States is zero.

### Sub-Sector Best Prospects

The three sub sectors experiencing growth are color cosmetics, hair care and beauty salon products.

Color cosmetics incorporating advanced formulas are spurring on growth. The continuing demand for appearance enhancing products is creating favorable prospects for suppliers of foundation/concealer, with this particularly relevant to products that contain ingredients with anti-

aging properties. Growth is also occurring in lip-gloss and color palettes, with lip-gloss accounting for 14 percent of color cosmetic imports into Australia.

Prospects are also promising for professional hair products assisted by the support of a world-renowned hairdresser or hair care company. The demand for colorants to cover grey, including colorants for the men's market, is increasing, as is the demand for hair straightening products.

The beauty salon industry is showing consistent growth with spa products leading the trend. Spa services are popular, with females between 20 and 55 years old most likely to frequent salons/ spas. New concepts in professional topical skin treatments and facial spa products are well received in the Australian market.

Innovative quality brands incorporating premium natural and/or organic ingredients are popular. Australian women are also keen to try new salon products in a professional salon/spa environment.

### Opportunities

Over the next year, the Australian cosmetic and toiletries market will continue to provide good opportunities for U.S. suppliers of the following products:

- Color cosmetics
- Hair care products
- Beauty salon based products

U.S. companies entering the Australian cosmetic and toiletries market should offer innovative products. Distributors in Australia seek novel brands and in particular, products with unique benefits.

### Web Resources

Pharmacy Guild of Australia [http://www.guild.org.au/the\\_guild](http://www.guild.org.au/the_guild)  
National Industrial Chemicals Notification and Assessment Scheme [www.nicnas.gov.au](http://www.nicnas.gov.au)

U.S. Commercial Service  
Level 59, MLC Centre, Martin Place, Sydney NSW 2000  
Tel: 02-9373-9202 | Fax: 02-9221-0573 | E: [office.australia@trade.gov](mailto:office.australia@trade.gov) | [www.export.gov/australia](http://www.export.gov/australia)