

COSMETIC
VALLEY

BEATING HEART
OF THE WORLD
COSMETICS
INDUSTRY

CELEBRATING
30
YEARS

COSMETIC VALLEY

Coordinator of the French perfumery-cosmetics sector

FRANCE
CARES
FOR
YOUR
SKIN



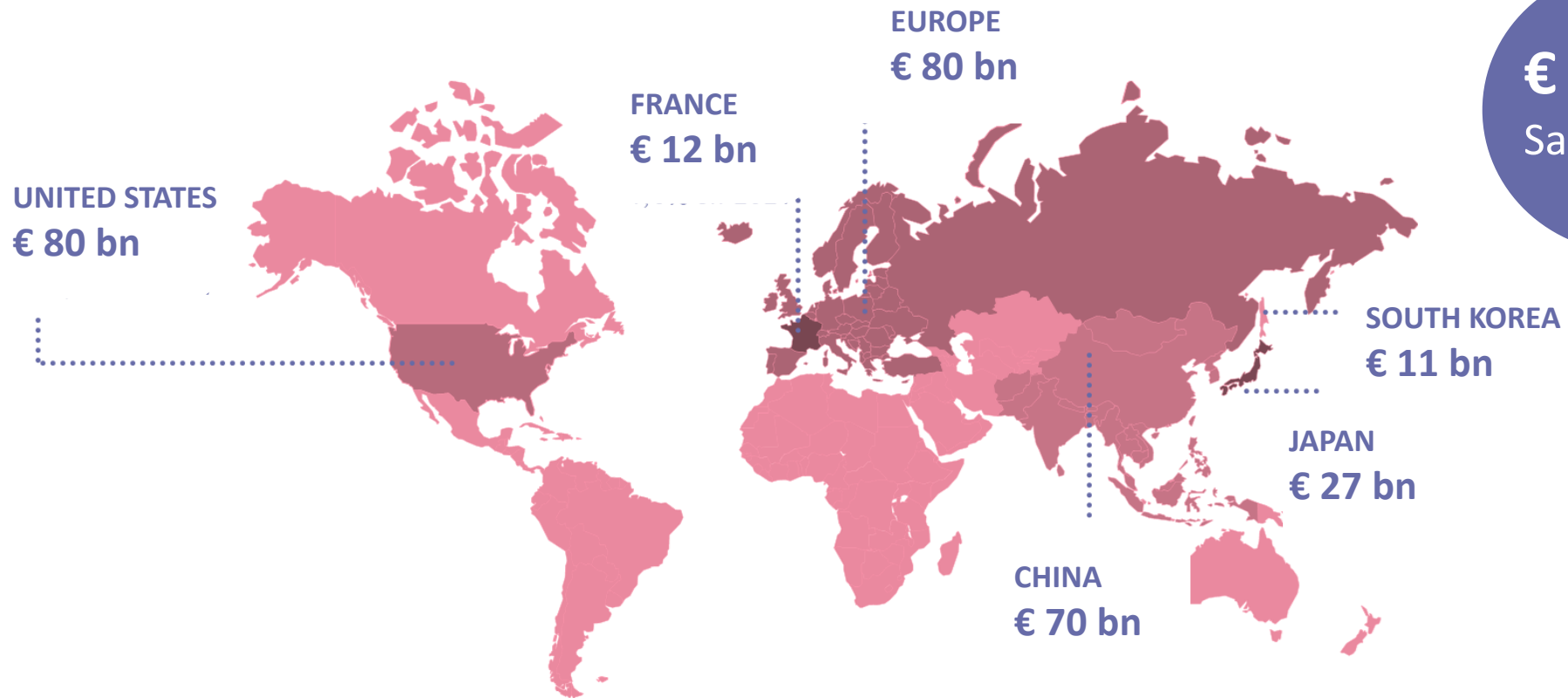
THE COSMETICS SECTOR

- A GROWING GLOBAL MARKET
- A FLAGSHIP OF THE FRENCH ECONOMY
- A WORLD LEADER IN FRANCE
- A DIVERSITY OF MARKETS
- A FRENCH KNOW-HOW

THE COSMETICS SECTOR A GROWING GLOBAL MARKET

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VALLEY

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€ 600 bn
Sales 2021

Turnover per country in 2021

THE COSMETICS SECTOR

A FLAGSHIP OF THE FRENCH ECONOMY

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A dynamic and attractive industry that invests, innovates and recruits



6 300 companies
(85% of SMEs + world leaders)



€ 71 bn turnover



226 000 jobs



600 R&D projects
Supported by COSMETIC VALLEY
€ 750 millions invested

THE COSMETICS SECTOR A WORLD LEADER IN FRANCE

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VALLEY

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A world leader that promotes France's export influence



1st Global exporter of perfumes and cosmetics
€ 21 bn in exports in 2023

1st Industrial player in cosmetics in Europe

2nd Contributor to the French trade balance

THE COSMETICS SECTOR A DIVERSITY OF MARKETS

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PERFUME
20,2 %



SKIN CARE
31,8 %



TOILETRIES
25,9 %



HAIR CARE
13,1 %



MAKE-UP
9 %

Retail sales – Euromonitor 2021

THE COSMETICS SECTOR A FRENCH KNOW-HOW

COSMETIC
VALLEY

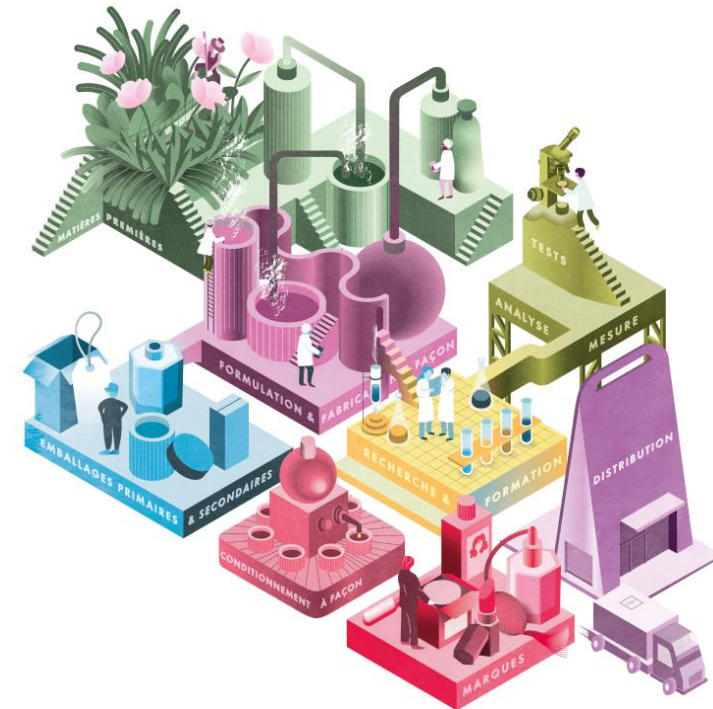
CELEBRATING
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5 founding values, pillars of 'Made in France'

- Universal utility
- Human well-being
- Responsibility towards the living
- Freedom
- Scientific progress

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100% of the value chain is in France
From raw materials to distribution





COSMETIC VALLEY

- 30 YEARS OF HISTORY
- A STRATEGIC ROLE FOR THE SECTOR
- ACTIONS TO ENHANCE AND DEVELOP THE FRENCH COSMETICS

COSMETIC VALLEY

30 YEARS OF HISTORY

COSMETIC VALLEY

CELEBRATING
30
YEARS



GOVERNANCE



LVMH
Marc-Antoine JAMET
President



58 Administrators
Companies - Research - Training



Christophe MASSON
CEO

TEAM



22 employees
Chartres – Caen – Bordeaux – Guyana –
Reunion Island – Martinique - Brussels

COSMETIC VALLEY

A STRATEGIC ROLE FOR THE SECTOR

COSMETIC
VALLEY

CELEBRATING
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YEARS

A DOUBLE OBJECTIVE

Help companies in their development to create and consolidate employment in France



Strengthen the attractiveness of Made in France: know-how, safety, performance and durability



COSMETIC VALLEY

ACTIONS TO ENHANCE AND DEVELOP THE FRENCH COSMETICS

COSMETIC
VALLEY

CELEBRATING
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YEARS

5 KEY MISSIONS

- **Connect** professionals to foster synergies
- **Accelerate innovation** to develop the sector
- **Support export** to enter new markets
- **Train and develop** the skills of tomorrow to remain efficient
- **Optimize the governance** to carry the voice of the sector





SEE YOU ON COSMETIC 360

10th
EDITION

COSMETIC
VALLEY

CELEBRATING
30
YEARS



COSMETIC 360 key figures :

- 350 exhibitors (including 30% international)
- More than 50 start-ups
- Over 5 000 unique visitors
- 70 countries represented

SAVE THE DATE : 16th & 17th October, 2024



en quête des dernières innovations

INTERNATIONAL COMPETITION FOR EXCELLENCE

10th
EDITION



EXAMPLES OF CONTENT TO PROMOTE NATIONAL EXCELLENCE ACROSS THE 4 THEMES

The aim is to promote **EITHER an ingredient** (e.g.: the argan seed for Morocco)
EITHER a finished product (e.g.: CHANEL N°5 for France),
EITHER a trade (e.g.: Murano glassmakers for Italy)
OR a technology (e.g.: connected mirrors for Korea)
 ETC.

The aim is to promote **any research applicable to the sector** (e.g.: touch screen technology, continuous flow extraction solutions, imaging for product customisation, etc.)
 ETC.



The aim is to promote a **public or private school, a university whose curriculum contributes to training professionals in our industry** (e.g.: Marketing School, Web Design School, Business School, Supply Chain School etc.)
 ETC.

The aim is to promote a **regional or cluster attractiveness initiative** (e.g. export service provided by a cluster, cosmetics museum in a town, incubator for cosmetics start-ups in a region)



THE PACKAGE

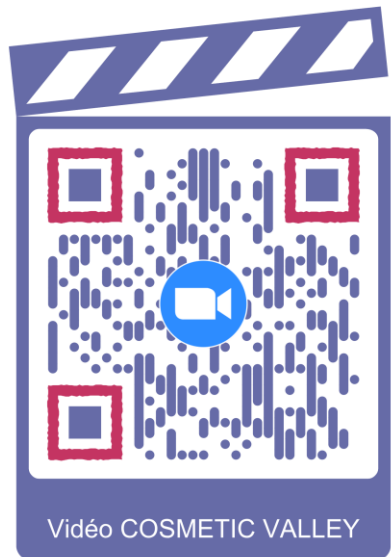
- ✓ Registration fee
- ✓ Print and digital communication across all media
- ✓ Virtual exhibitor space
- ✓ 20 sq. m. fully equipped exhibition stand at the trade fair
- ✓ Participation in events: Parade of international delegations and medals ceremony
- ✓ Member of the international jury
- ✓ VIP access

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