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**INDUSTRY**

**DATA**

**BOOK**

**COSMETICS SECTOR**



**MINISTRY OF INDUSTRIES**

# **COSMETICS SECTOR**

**MINISTRY OF INDUSTRIES**

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# Foreword

The 2023 Industrial Data Book represents our commitment to supporting industrialists as they face current economic challenges and strive for sustainable development through improved decision-making. This data book primarily concentrates on the statistical factors that impact economic growth, particularly focusing on export expansion.

The statistical analyses presented in this data book are based on comprehensive statistical data sourced from various institutions, including the Department of Census and Statistics (DCS), the Department of Customs (DoC), the Export Development Board (EDB) and the Central Bank of Sri Lanka (CBSL).

Within this publication, you will find statistical references related to both exports and imports. This includes tables featuring productivity indicators derived from manufacturing establishments and the number of individuals employed in each sector, as well as statistics on key indicators of industrial activity spanning from 2016 to 2020. The data also covers the value of outputs and output components, intermediate consumption values, employment breakdowns by nature, economic indicators categorized by industry class, and import and export statistics.

I extend my gratitude to Mr. Aruna Bandara, Director General of the Planning Division at the Ministry of Industries, and his dedicated team for their unwavering support throughout this project. I would also like to express my sincere appreciation to Mr. Kavishka Heshan, Statistician at the Ministry of Industries, and his team members, Mr. Nirosch Chathuranga Pathiraja and Mr. Shamith Rashmika Jayawardane, for their remarkable dedication and collaborative efforts with the DCS, which helped make this data book a reality.

I firmly believe that the 2023 Industrial Data Book will play a crucial role in shedding light on current and future productivity and economic growth trends within the industrial sectors. It has the potential to significantly influence policymaking in the industry sectors and will be valuable to a wide range of data consumers, including policymakers, economic planners, academics, researchers and other interested parties in the future.

**J.M. Thilaka Jayasundara**  
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# Overview

As of 2022, the cosmetic industry in Sri Lanka continues to be a thriving sector, driven by changing consumer preferences, increasing disposable incomes, and a growing awareness of personal grooming and beauty standards.

**Market Size and Growth:** The cosmetic industry in Sri Lanka has been experiencing robust growth, fueled by rising consumer demand for skincare, haircare, makeup, and personal hygiene products. In 2021, the market size of the cosmetic industry in Sri Lanka was estimated to be around \$200 million USD.

**Key Players:** The market is characterized by the presence of both local and international cosmetic brands. Local companies such as Hemas Holdings, Nature's Secrets, and Swadeshi Industrial Works have a significant market share. International brands like L'Oréal, Unilever, and Procter & Gamble also have a strong presence in the Sri Lankan market.

**Product Range:** The cosmetic industry in Sri Lanka offers a wide range of products catering to various consumer needs and preferences. This includes skincare products such as moisturizers, cleansers, and sunscreens, haircare products including shampoos and conditioners, makeup products like foundations, lipsticks, and mascaras, as well as personal hygiene products such as soaps, deodorants, and perfumes.

**Distribution Channels:** Cosmetic products in Sri Lanka are distributed through various channels including supermarkets, hypermarkets, pharmacies, specialty stores, beauty salons, and e-commerce platforms. In recent years, there has been a notable increase in online sales of cosmetic products, driven by the convenience and accessibility of e-commerce platforms.

**Trends and Innovations:** The cosmetic industry in Sri Lanka is influenced by global trends and innovations. There is a growing demand for natural and organic cosmetic products, as well as products with specific functional benefits such as anti-aging, brightening, and hydrating properties. Brands are also investing in innovative packaging and marketing strategies to attract consumers.

**Regulatory Framework:** The cosmetic industry in Sri Lanka operates within a regulatory framework governed by the Cosmetics, Devices and Drugs Act. This legislation regulates the import, manufacture, distribution, and sale of cosmetic products in the country, ensuring product safety and quality standards are met.

**Export Potential:** Sri Lanka's cosmetic industry also has significant export potential, with opportunities to tap into regional and international markets. In 2021, exports of cosmetic and personal care products from Sri Lanka amounted to over \$50 million USD. Key export markets include neighboring countries in South Asia as well as countries in the Middle East and Africa.

**Challenges and Opportunities:** The cosmetic industry in Sri Lanka faces challenges such as competition from counterfeit products, price sensitivity among consumers, and regulatory compliance. However, there are opportunities for growth, particularly in segments such as natural and organic cosmetics, men's grooming products, and premium skincare and makeup products.

In conclusion, the cosmetic industry in Sri Lanka continues to evolve and expand, driven by changing consumer preferences, technological advancements, and a growing focus on personal grooming and beauty. With the right strategies and investments, stakeholders can capitalize on opportunities and overcome challenges to further strengthen the industry's contribution to the country's economy.

**Table 01 : Cosmetic Products Import - (2020-2022)**

Description 1	Description 2	2020		2021		2022	
		Quantity (Kg)	Value (Rs.)	Quantity (Kg)	Value (Rs.)	Quantity (Kg)	Value (Rs.)
Disinfectants	Liquid and Gel Sanitizers	1,009,177	490,560,169	1,635,092	688,275,652	350,247	245,627,795
Soap and organic surface-active products and preparations, in the form of bars, cakes, moulded pieces or shapes, and paper, wadding, felt and nonwovens, impregnated, coated or covered with soap or detergent:	Misumi Beauty Soap, Baby Soap, Handmade soap	287,506	116,833,366	231,417	95,619,114	13,058	9,623,658
Organic surface-active products and preparations for washing the skin, in the form of liquid or cream and put up for retail sale, whether or not containing soap	All Face Wash, Body Wash, Cleansers, Scrubs, Face Packs	138,097	119,546,864	85,664	94,939,233	18,691	59,860,303
Soap; organic surface-active products and preparations for use as soap, in the form of bars, cakes, moulded pieces or shapes, whether or not containing soap; organic surface-active products and preparations for washing the skin, in the form of liquid or cream and put up for retail sale, whether or not containing soap; paper, wadding, felt and nonwovens, impregnated, coated or covered with soap or detergent.	Hand Wash	2,648	2,089,749	2,046	5,401,091	240	714,106
Other: Washing preparations	Nappy Wash	1,153,960	360,441,583	1,544,154	653,421,778	645,166	494,115,208
Manicure or pedicure preparations	Nail Polish Remover	19,880	54,549,508	25,315	59,077,032	13,146	50,087,801
Other	All Creams, Lotions, Toners, Serums, body oils	505,592	985,149,338	518,566	1,375,695,764	165,850	771,142,913
Shampoos	All Shampoo, Conditioners	492,815	386,841,015	701,302	624,025,029	233,980	410,791,731
Other	Hair Gel, Hair Oil, Hair Tonic	444,521	605,174,821	963,056	1,270,375,261	159,436	374,089,039
Perfumes	Perfumes	341,308	571,644,152	114,805	234,125,009	145,802	1,117,197,253
Other	Baby cologne	663,320	255,726,000	783,941	473,500,556	197,882	143,334,075
Other colognes containing alcohol not less than 50% and not more than 90% by v/v	Other colognes	49,362	52,357,751	63,414	76,275,042	36,313	60,393,466
Powders, whether or not compressed	Baby Talc	65,271	61,793,891	49,349	75,840,622	25,380	56,447,115

Wadding of textile materials and articles thereof; textile fibres, not exceeding 5 mm in length (flock), textile dust and mill neeps.	Cotton Bud	231,901	166,502,298	196,851	279,832,802	222,932	401,415,690
Pre-shave, shaving or after-shave preparations	Shaving Cream	34,452	25,946,469	53,830	56,792,674	22,503	46,600,308
<b>Total</b>		<b>5,452,391</b>	<b>4,273,129,973</b>	<b>6,969,229</b>	<b>6,064,748,033</b>	<b>6,969,229</b>	<b>6,064,748,033</b>

Source: Sri Lanka Custom

**Table 02 : Cosmetic Products Export - (2020-2022)**

Description 1	Description 2	2020		2021		2022	
		Quantity (kg)	Value (Rs.)	Quantity (kg)	Value (Rs.)	Quantity (kg)	Value (Rs.)
Disinfectants	Liquid and Gel Sanitizers	16,593	17,916,105	17,056	16,178,885	-	-
Soap and organic surface-active products and preparations, in the form of bars, cakes, moulded pieces or shapes, and paper, wadding, felt and nonwovens, impregnated, coated or covered with soap or detergent :	Misumi Beauty Soap, Baby Soap, Handmade soap	10,436	4,904,274	4,435	3,305,246	25,322	28,173,202
Other	Laundry soap	146	224,822	37	90,817	20	24,590
Organic surface-active products and preparations for washing the skin, in the form of liquid or cream and put up for retail sale, whether or not containing soap	All Face Wash, Body Wash, Cleansers, Scrubs, Face Packs	61,006	61,006	80,330	97,120,606	80,032	122,312,714
Soap; organic surface-active products and preparations for use as soap, in the form of bars, cakes, moulded pieces or shapes, whether or not containing soap; organic surface-active products and preparations for washing the skin, in the form of liquid or cream and put up for retail sale, whether or not containing soap; paper, wadding, felt and nonwovens, impregnated, coated or covered with soap or detergent.	Hand Wash	61,270	45,324,422	42,564	40,447,824	43,775	58,071,239
Other: Washing preparations	Nappy Wash	1,946,823	760,854,603	1,155,063	490,689,387	745,128	421,454,270
Manicure or pedicure preparations	Nail Polish Remover	3,166	19,397,396	3,578	17,450,111	3,075	28,548,145
Other	All Creams, Lotions, Toners, Serums, body oils	360,351	597,346,749	383,844	829,077,498	301,152	1,044,276,833



Shampoos	All Shampoo, Conditioners	474,185	314,550,418	393,591	226,097,323	439,576	380,409,375
Other	Hair Gel, Hair Oil, Hair Tonic	483,473	582,393,995	750,889	815,697,479	292,122	500,596,731
Perfumes	Perfumes	10,690	19,159,036	18,691	63,426,134	50,992	443,353,041
Other	Baby cologne	8,712	9,021,143	5,837	8,530,252	12,066	27,637,842
Other colognes containing alcohol not less than 50% and not more than 90% by v/v	Other colognes	122	308,359	-	-	28	82,893
Powders, whether or not compressed	Baby Talc	1,253	4,735,393	2,078	4,801,343	3,871	12,530,045
Wadding of textile materials and articles thereof; textile fibres, not exceeding 5 mm in length (flock), textile dust and mill neps.	Cotton Bud	51	115,677	696	1,056,129	131	67,506
Pre-shave, shaving or after-shave preparations	Shaving Cream	11,446	5,950,831	797	1,609,999	2,869	2,946,036
<b>Grand Total</b>		<b>3,449,723</b>	<b>2,382,264,229</b>	<b>2,859,486</b>	<b>2,615,579,033</b>	<b>2,000,159</b>	<b>3,070,484,462</b>

**Table 03 : Cosmetic Products Re-Export (2022)**

Description 1	Description 2	2022	
		Quantity (kg)	Value (Rs.)
Disinfectants	Liquid and Gel Sanitizers	-	-
Soap and organic surface-active products and preparations, in the form of bars, cakes, moulded pieces or shapes, and paper, wadding, felt and nonwovens, impregnated, coated or covered with soap or detergent:	Misumi Beauty Soap, Baby Soap, Handmade soap	76	15,307
Other	Laundry soap	-	-
Organic surface-active products and preparations for washing the skin, in the form of liquid or cream and put up for retail sale, whether or not containing soap	All Face Wash, Body Wash, Cleansers, Scrubs, Face Packs	9,403	9,403
Soap; organic surface-active products and preparations for use as soap, in the form of bars, cakes, moulded pieces or shapes, whether or not containing soap; organic surface-active products and preparations for washing the skin, in the form of liquid or cream and put up for retail sale, whether or not containing soap; paper, wadding, felt and nonwovens, impregnated, coated or covered with soap or detergent.	Hand Wash	-	-
Other: Washing preparations	Nappy Wash	16,460	16,460
Manicure or pedicure preparations	Nail Polish Remover	-	-
Other	All Creams, Lotions, Toners, Serums, body oils	17,484	17,484
Shampoos	All Shampoo, Conditioners	1,133	1,133
Other	Hair Gel, Hair Oil, Hair Tonic	1,105	1,105
Perfumes	Perfumes	98	31,161
Other	Baby cologne	-	-
Other colognes containing alcohol not less than 50% and not more than 90% by v/v	Other colognes	-	-
Powders, whether or not compressed	Baby Talc	12	12
Wadding of textile materials and articles thereof; textile fibres, not exceeding 5 mm in length (flock), textile dust and mill neps.	Cotton Bud	104	224,844
Pre-shave, shaving or after-shave preparations	Shaving Cream	-	-
<b>Grand Total</b>		<b>45,875</b>	<b>45,875</b>

Source: Sri Lanka Custom