

DEBUNKING MYTHS: COSMETICS IN GERMANY

In 2024, the German beauty and personal care industry was valued at a staggering USD 18.93 billion, with expectations to reach USD 19.72 billion by 2025. It's the first European Market. But beyond the sheer market size, there's something even more fascinating at play: the demolition of an age-old cliché.

The Myth: Beauty is a Woman's World

At first glance, recent data seems to confirm this idea. A study tracking

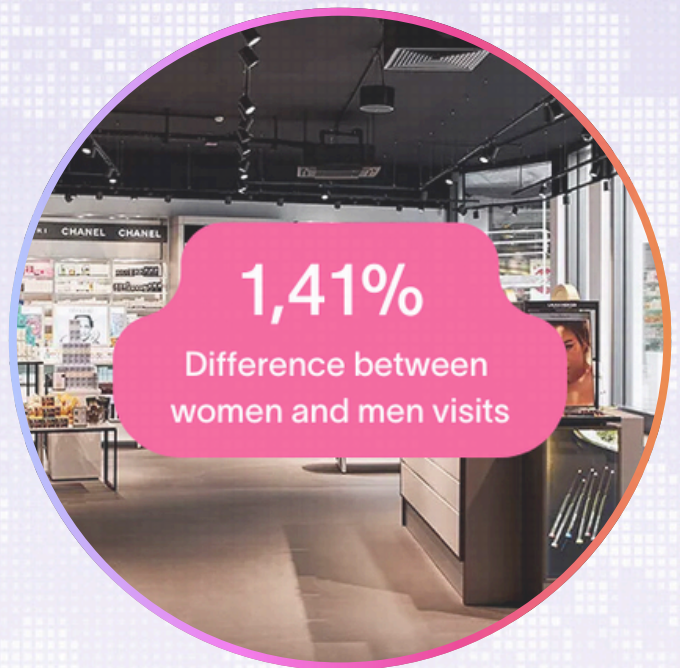
foot traffic in front of over 1,300 cosmetics stores across Germany in 2024 reveals an apparent gender gap: **women made 36 million more visits than men.** The numbers are massive, and at face value, they seem to validate the stereotype.

But what happens when we look closer? The so-called "gap" starts to collapse under scrutiny.

The Reality: A 1% Difference That Changes Everything

If we break down these 36 million extra visits by women, it amounts to just 72 more female visits per store per day. Given that these stores see over 5,000 visits daily, that's a gender difference of barely 1%.

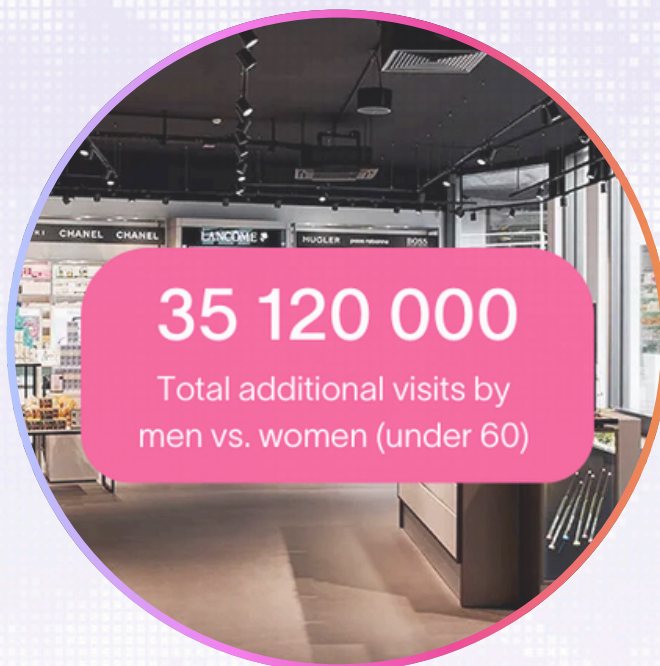
Suddenly, the supposed dominance of female shoppers doesn't seem so absolute anymore. The cliché is wobbling. But let's push further.



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The Shocking Truth: Men Are Leading the Charge

When we filter the data to focus on the working-age population under 60 years old, the narrative flips entirely. Instead of women leading the charge, we see something astonishing: **35 million more visits by men than women.** Yes, you read that correctly. The real surge in interest isn't coming from women—it's coming from men.



The Industry That No Longer Sees Gender

Thanks to groundbreaking insights from MyTraffic, we can now state with confidence: the beauty industry is no longer confined by outdated gender norms. The numbers speak for themselves. **More and more men are engaging with cosmetics, challenging the long-standing division between "men's grooming" and "women's beauty."** The future of the industry isn't male or female—it's universal.

Germany's cosmetics market isn't just the biggest in Europe. It's the one proving that beauty has no boundaries.