

Paris , October 29, 2024

Paris Region, the world leader in cosmetics

4 questions to Alexandra Dublanche, the Chairwoman of Choose Paris Region, on the impact of the perfume and cosmetics industry on Paris Region's attractiveness



[Film Link](#)

1. How big is the perfume and cosmetics industry in Paris Region?

The [perfume and cosmetics](#) industry is a major sector for the French economy and is in fact the source of France's 2nd largest trade surplus after the aerospace industry. Paris Region is the traditional cradle of this sector, with 70% of national sales and 40,000 employees, which makes it the number one employer.

The entire perfume and cosmetics value chain is represented here: the R&D centers of the industry's major stakeholders, a dense network of manufacturing SMEs and ETIs, and major industrial sites...

To remain competitive in the face of strong competitors, particularly from Asia, innovation is an absolute must. Paris Region's innovation ecosystem is an asset for shaping the industry's future.

2. How does this sector contribute to the region's vitality?

As the world leader, the French and Paris Region cosmetics industry is firmly established in the region.

In Paris Region, Boucle Nord de Seine and Cergy are two of France's major cosmetics hubs, with, for instance, the Eugène Schueller Center, L'Oréal's world headquarters, based in Clichy-la-Garenne since 1978, as well as the site of the world's leading creator of fragrances and aromas, Givaudan, in Argenteuil, the manufacture of Guerlain perfumes in Orphin and Garnier products (L'Oréal) in Rambouillet.

Most of the industry's longstanding giants are based in Paris Region, such as L'Oréal, LVMH, Chanel...

The perfume and cosmetics industry is highly innovative, with thousands of patents filed every year, and the 9 major R&D centers located in Paris Region (Chanel in Pantin, Yves Rocher in Issy les Moulineaux, Clarins in Pontoise...) are a definite asset for the industry.

Paris Region is also one of the French regions with some of the most renowned higher education establishments in the industry, including ISIPCA, the internationally recognized leader in perfume training, and EBI in Cergy.

3. How does Choose Paris Region support companies in this sector?

Paris Region supports the Cosmetic Valley competitiveness cluster, and has made perfume and cosmetics one of its priority sectors.

Our Choose Paris Region agency is a long-standing supporter of the Cosmetic 360 international trade show, a major event in the industry. The 10th edition, which took place in October and focused on the theme of longevity and sustainability, attracted over

5,000 visitors with 35 participants from 10 countries.

This was a great opportunity for the Region to promote this "strategic" sector, which is part of the Regional Plan for Economic Development, Innovation and Internationalization (SRDEII) 2022-2028.

During the 2024 edition of Cosmetic 360, Paris Region and SYSTEMATIC, the region's Deep Tech and AI cluster, presented 5 innovative startups for whom cosmetics can be an attractive market at our stand: Tower Farm, Beink, Datategy, Scortex, At Blockchain. Choose Paris Region welcomed international visitors there.

The event also allowed us to strengthen our ties with Paris Region's strategic and economic ecosystem, in particular with institutional partners such as Boucle Nord de Seine and Cergy, with the aim of supporting local economic development, and private stakeholders such as French Beauty. An Explorer Tour was an opportunity to present the Aircos and Pasqual make-up R&D center of the Anjac Health & Beauty group, which has just opened in Clichy la Garenne, to international Beauty Clusters from 10 countries, together with local elected representatives.

Finally, the aim was to reinforce Choose Paris Region's position as a reference within the Paris Region ecosystem and the international community, with a view to fostering collaborations on a global scale.

To promote the cosmetics industry and enhance the region's attractiveness, we have created a film that highlights the various aspects of the Paris Region cosmetics industry through 5 sequences: regulations, creation, innovation, talent and beauty.

I'd also like to thank the partners who helped promote this sector and the region: l'Osmothèque, la Samaritaine, French Beauty, the EBI and ISIPCA schools, Lalique and Beautigloo, and the feather artist Nelly Saunier.

4. What do you think the industry's economic importance will be in the coming years?

Paris Region is France's leading region for the perfume and cosmetics industry. The region should maintain its leading position in this sector, thanks to innovation and the presence of a complete and dynamic ecosystem: a dense fabric of SMEs and ETIs, the presence of major international groups and growing domestic and foreign demand.

The high number of skilled jobs (engineers and managers, supervisors and technicians) and the need for varied and demanding skills, from R&D to distribution, are some of our region's key strengths. Paris Region's strong innovation momentum is a major advantage for the industry in the face of growing competition.

The perfume and cosmetics industry should therefore maintain an important economic position in the coming years.

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