

# Record sales and rapid growth: cosnova confirms its leading market position in 2024



**Despite modest growth on the cosmetics market, the family-owned company has achieved an impressive turnover of 954 million euros and a growth rate of 17 percent.**

**Sulzbach/Ts., 06.02.2025 - The cosnova Group has concluded the financial year 2024 with net sales of 954 million euros and exceptional growth of 17 percent compared to the previous year, and thus doubling the size of its business in the last three years. This success confirms the company's position as one of the most dynamic and globally successful beauty players on the market. With its two brands, *essence* and *Catrice*, cosnova is represented in Europe and in numerous markets in North and South America, Middle East, Asia and Africa - and continues to increase its market share in all regions. It is particularly impressive that, despite a challenging market situation marked by lack of growth of the German economy, consumer reticence, increased competition and changing consumer behaviour, the company has exceeded all expectations with a growth spurt of 17 percent in its home market of Germany. This success is based on targeted investments in its brand and product portfolio, innovative digital and in-store brand experiences as well as the expansion of its e-commerce business. At the same time, cosnova is strengthening its commitment to sustainability.**

While the "democratisation of beauty" has become a popular claim for beauty brands today, cosnova has been consistently committed to this mission since it was founded over 20 years ago. With the idea of making high-quality cosmetics products available to everyone at attractive prices, cosnova has established itself as a pioneer in the industry. Now in its third decade, the company continues to inspire consumers around the world and the demand for products such as eye make-up, lip care, powder and blush from its *essence* and *Catrice* brands remained as strong as ever in 2024. *essence* achieved record sales in the past financial year: In 2024, 10 of the 20 best-selling products in the category 'Decorative Cosmetics' (Eye, Lip, Teint & Nail) at dm-drogerie markt Germany belonged to the brand *essence* - in terms of units sold for the entire year. Numerous products from the *Catrice* range also had very strong sales figures.

## **cosnova invests in retail space and focuses on innovative digital brand experiences**

As a trendsetter in the cosmetics market, cosnova is continuously setting new standards and regularly sparks social media hype among its target groups with its product innovations. The conversion to the 2024 spring/summer range marked the most successful product update in the history of the *essence* and *Catrice* brands at cosnova.

To further increase the attractiveness and relevance of its brands, cosnova invested in a comprehensive modernisation of its retail space in 2024. Around 25,000 metres of store counters were modernised, which represents about 70 percent of the stationary retail space of *essence* in beauty shops worldwide. This rollout is the most extensive in the company's history so far. The *Catrice* brand will follow in 2026. With exciting 360-degree brand experiences, the analogue and digital brand presence also reached new heights in 2024: the international *Call me Queen* mascara roadshow by *essence* impressed audiences in nine countries around the world with a promo truck concept and a widespread



+17%

sales  
compared to  
previous year

954

million euros  
net sales  
(cosnova Group)



essence is the  
best-selling cosmetics brand  
in Europe

social media campaign. *Catrice* captivated its target groups with the YouTube reality series *Own Your Magic Studio*, which followed two high-profile influencers as they dealt with the challenges of their first pop-up store.

### Successful diversification and expansion on the skincare market

In the past financial year, cosnova continued its strategy of portfolio diversification. With *INAO Skin Care by essence* and *Farm loves Face*, the company responded specifically to the continuing demand for skincare products. In 2025, cosnova plans to continue to drive growth on the skincare market.

### Strategic AI integration to enhance innovation and customer centricity

cosnova also sets industry standards in terms of digital transformation. In the business year 2024, the company implemented a comprehensive AI strategy for the use of generative AI in all areas of the company. The aim of this strategy is to establish AI as a supporting tool for employees, allowing them to work in an even more customer-centric and creative manner.

With the introduction of "cosnova GPT" in cooperation with OpenAI, the company established its own state-of-the-art AI platform in October 2024. Targeted upskilling programmes help employees to tap into the full potential of generative AI.

### Sustainability and social engagement are at the heart of the corporate strategy

Environmental and social responsibility remained a top priority for cosnova in 2024. The cosmetics company strengthened its commitment along the entire value chain - from product development to social engagement.

In its product development, cosnova uses resource-efficient processes and environmentally friendly materials. The new *essence* brushes, for example, save around 172 tonnes of CO<sub>2</sub>. This strategy will be continued in 2025, for example by using recycled materials for the new *Catrice* nail polishes.

cosnova also makes a clear statement when it comes to its social engagement: the company has pledged to donate a portion of its profits to various charitable causes each year - in 2024, the amount donated was

almost four million euros. In addition, cosnova actively supports the fight against violence against women with its "cosnova says NO" initiative and donated a six-figure sum to this important mission in 2024.

### Growth with responsibility and strategic direction

"In 2024, cosnova has once again achieved record sales. At the same time, we have consistently invested in the strategic development of our brands, our portfolio and our company. This means that we are in an ideal position to successfully face and meet future market requirements", says Javier González, founder and President of cosnova.

"We are particularly proud of our achievements regarding sustainability and social responsibility. They are a core part of our mission to make beauty available to everyone and to have a positive impact on our society and the environment. Our goal remains clear: we want to continue to inspire our consumers around the world and stay on track to becoming the global number one with cosnova", adds Christina Oster-Daum, co-founder and President of cosnova.

**" Sustainability is a cornerstone of our vision, and we are committed to embedding it across every facet of our business. As we move forward, we're excited to merge technological innovation with our brand values, delivering more sustainable and impactful beauty solutions."**

Christina Oster-Daum,  
Founder and President of cosnova

## ABOUT THE COSNOVA GROUP

cosnova Beauty has its headquarters in Germany and distributes its color cosmetics brands *essence* and *Catrice* in around 90 countries worldwide. In 2024, the family-owned business achieved net sales of 954 million euros. cosnova is the 6<sup>th</sup> largest company for "Decorative Cosmetics" in the world and the 2<sup>nd</sup> largest by unit sales. Besides its beauty business, the cosnova Group also invests in a variety of companies and assets, some to utilise synergies in the beauty segment and others as stand-alone investments. cosnova has grown substantially since it was founded more than 20 years ago. Around 900 employees at various locations around the world are committed to the company's success story.

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