

The European market potential for avocado oil

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The European cosmetics market presents strong opportunities for avocado oil exporters who can deliver high-quality, certified and sustainably sourced products. As consumer demand for natural and organic beauty ingredients grows, avocado oil is gaining popularity due to its multifunctional benefits in skin and hair care. The natural and organic cosmetics market in Europe is projected to grow at a rate of nearly 9.5% annually until 2035, when it will reach a value of US\$33.6 billion. To remain competitive, exporters should align with European buyer expectations on traceability, sustainability and certifications such as COSMOS Organic and Fair for Life.

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1. Product description: avocado oil

Avocado oil and butter are produced from the avocado fruit. Avocado (*Persea americana Mill.*) is native to Central America; the largest producing countries include Mexico, Dominican Republic, Peru, Colombia, Indonesia, Kenya and Brazil. The avocado belongs to the plant family *Lauraceae* and its name comes from the Aztec word *ahuacatl*, which refers to its oval shape.

Food ingredients like avocado are making their way into cosmetics and personal care products mainly because of their fatty acids content. Avocado oil also contains vitamins A, E and D.

Table 1: Fatty acid content of avocado oil

Component	Percentage
Palmitic acid (16:0)	10–25%
Palmitoleic acid (16:1)	2–8%
Stearic acid (18:0)	0.1–0.4%
Oleic acid (18:1)	60–80%

Component	Percentage
Linoleic acid (18:2)	7-20%
Linolenic acid (18:3)	0.2-1%

Source: [ScienceDirect](#), 2024

Avocado oil is usually produced from the flesh of the fruit, but the seed also contains some percentage of oil. The oil content can vary between different types of avocados. The oil is extracted using only mechanical processes and no chemical solvents. Avocado butter is a dry version of the oil. It has a thicker consistency and is sometimes combined with other vegetable oils.

Avocado oil (*Persea Gratissima Oil*) has several applications in the cosmetics sector. It is mainly used for its moisturising and antioxidant properties. The skincare applications include:

- Replenishing dry skin;
- Calming itchy skin;
- Moisturising skin;
- Protecting skin from ultraviolet radiation;
- Protecting against skin damage; and
- Healing sore skin.

Avocado oil is also known to protect the skin from drying winds, thanks to its fatty acid content. It also helps restore the skin's hydrolipidic film. Avocado oil is also used in haircare products, as it is ideal for dry hair. Avocado oil makes hair smooth and shiny. Like most oils, avocado comes in different grades. These include extra virgin, virgin, and pure and mixed avocado oil.

Avocado oil can be sold as oil or butter under HS codes 15159091 and 15159099. HS code 15159091 refers to "solid fixed vegetable fats and oils and their fractions, refined or not, but not chemically modified, in immediate packings of more than 1 kilogram not elsewhere specified (excluding for technical or industrial uses and crude fats and oils)". HS code 15159099 refers to "solid fixed vegetable fats and oils and their fractions, refined or not, but not chemically modified, in immediate packings of less than 1 kilogram, or liquid not elsewhere specified (excluding for technical or industrial uses and crude fats and oils)".

It is estimated that less than 10% of global avocado production is processed, with the largest part being consumed fresh. This report covers avocado oil used in the cosmetics sector in the European market.

Figure 2: Example of a skincare product containing avocado oil and butter sold in Europe



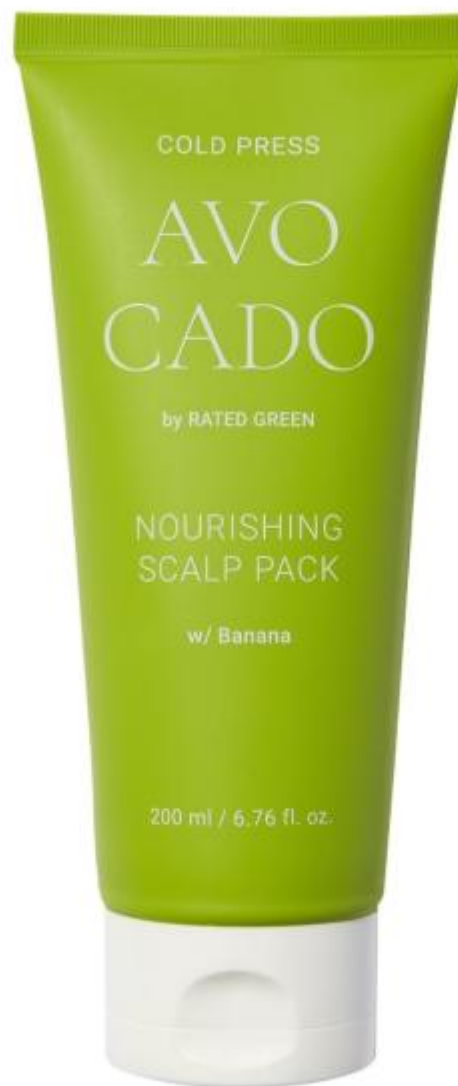
Source: [Sephora](#), 2025

Figure 3: Example of high-end skincare set containing avocado oil sold in Europe



Source: [Lily's LUX](#), 2025

Figure 4: Example of hair mask containing avocado oil sold in Europe



Source: [Miin Korean Cosmetics](#), 2025

Tip:

Familiarise yourself with the beneficial properties and potential applications of avocado oil in personal care products. Make sure you communicate these options to buyers and in your marketing materials. Make sure you understand the similarities and differences in cosmetics formulations and how avocado oil compares to shea butter and jojoba oil.

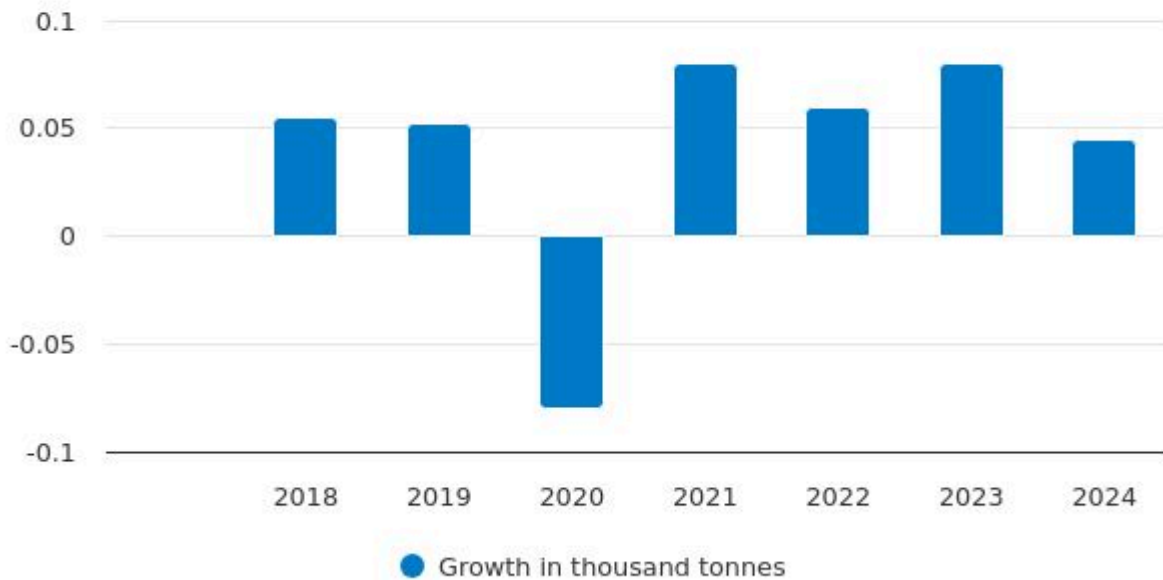
2. What makes Europe an interesting market for avocado oil?

Europe continues to be a highly attractive market for exporters of avocado oil, especially those offering natural, organic and sustainably sourced ingredients. According to Cosmetics Europe, the value of European retail sales of cosmetics and personal care products reached €104 billion in 2023, confirming Europe's position as one of the top two global cosmetics markets alongside the US. Despite global economic volatility, L'Oréal's Annual Report states that the sector has shown steady annual growth of 4.5-8% between 2018 and 2024, driven

by rising demand for natural beauty products.

Figure 5: Annual growth of the global cosmetics market, 2018-2024

in thousand tonnes

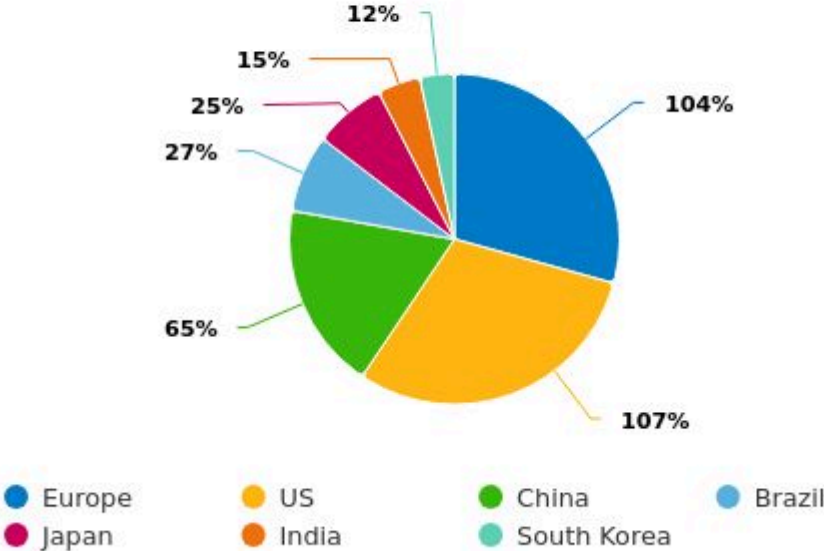


Source: L'Oreal Report, 2024

The European cosmetics market keeps growing. In 2022, total sales in Europe were €88 billion. By 2023, sales had increased to €96 billion, making Europe (EU-27, Norway, Switzerland and the UK) one of the two largest cosmetics markets in the world, along with the US. This shows a strong recovery and steady growth for European cosmetics after the COVID-19 pandemic.

Figure 6 : Retail sale value for cosmetics and personal care products in 2024

in billion €



Source: [Cosmetics Europe Report](#), 2024.

European consumers continue to avoid synthetic ingredients such as parabens and phthalates, turning instead to products formulated with natural oils. The beneficial properties of avocado oil, such as its ability to hydrate, nourish and protect, make it a desirable ingredient in cosmetics.