



STRATEGIC BUSINESS PLAN ISO/TC 217

EXECUTIVE SUMMARY

ISO/TC 217 cosmetics is the responsible committee for development of International Standards for cosmetics for which there is a market need.

The experts from industries, governmental organizations, technical sectors and other interested parties are also well represented. The number of participating countries and Liaison organizations increases, significantly since the creation of TC 217. Today, the personal care products industry has evolved into a truly international business delivering safe, high-quality products to consumers around the world. While operating in a truly global environment offers many new benefits it also presents challenges.

To create the new tools, standards, and approaches needed to operate in this global environment it is important that all the stakeholders can come together to harmonize methods, agree on common approaches to assure quality, and facilitate a common language for the exchange of information.

While a great deal of expertise lies within industry, authorities should be encouraged to participate in the development of new international standards, with the objective of aiding adoption into regulation or as acceptable alternatives to regulation through industry self-regulation. Ideally, other stakeholders, such as academia or consumer organizations should also be involved in the development of cosmetic standards.

Therefore, the most important benefits expected from the work of ISO/TC 217 are to facilitate access to the global cosmetics market and improve the quality and safety of the products while promoting innovation and sustainability. ISO/TC 217 standards are technical agreements that provide frameworks for compatible technology worldwide. These standards will respond to market and regulatory needs and to scientific and technical developments in various countries. Standards for cosmetic products can also contribute to achieving various Sustainable Development Goals (SDG) related to good health and wellbeing, decent work

and economic growth and responsible consumption and production, as defined by the United Nations (SDG #3, #8 and #12).

The main objectives and priorities of the technical committee are to develop globally relevant International Standards that promote the quality and safety of cosmetic products and to facilitate worldwide free trade of cosmetics.

1 INTRODUCTION

1.1 ISO technical committees and business planning

The extension of formal business planning to ISO Technical Committees (ISO/TCs) is an important measure which forms part of a major review of business. The aim is to align the ISO work programme with expressed business environment needs and trends and to allow ISO/TCs to prioritize among different projects, to identify the benefits expected from the availability of International Standards, and to ensure adequate resources for projects throughout their development.

1.2 International Standardization and the role of ISO

The foremost aim of international standardization is to facilitate the exchange of goods and services through the elimination of technical barriers to trade.

Three bodies are responsible for the planning, development and adoption of International Standards: [ISO](#) (International Organization for Standardization) is responsible for all sectors excluding Electrotechnical, which is the responsibility of [IEC](#) (International Electrotechnical Commission), and most of the Telecommunications Technologies, which are largely the responsibility of [ITU](#) (International Telecommunication Union).

ISO is a legal association, the members of which are the National Standards Bodies (NSBs) of some 175 countries (organizations representing social and economic interests at the international level), supported by a Central Secretariat based in Geneva, Switzerland. The principal deliverable of ISO is the [International Standard](#).

An International Standard embodies the essential principles of global openness and transparency, consensus, and technical coherence. These are safeguarded through its development in an ISO Technical Committee (ISO/TC), representative of all interested parties, supported by a public comment phase (the ISO Technical Enquiry). ISO and its [Technical Committees](#) are also able to offer the ISO Technical Specification (ISO/TS), the ISO Public Available Specification (ISO/PAS) and the

ISO Technical Report (ISO/TR) as solutions to market needs. These ISO products represent lower levels of consensus and have therefore not the same status as an International Standard.

ISO also offers the International Workshop Agreement (IWA) as a deliverable which aims to bridge the gap between the activities of consortia and the formal process of standardization represented by ISO and its national members. An important distinction is that the IWA is developed by ISO workshops and fora, comprising only participants with direct interest, and so it is not accorded the status of an International Standard.

2 BUSINESS ENVIRONMENT OF ISO/TC 217

2.1 Description of the Business Environment

The following political, economic, technical, regulatory, legal and social dynamics describe the business environment of the industry sector, products, materials, disciplines or practices related to the scope of this ISO/TC. They may significantly influence how the relevant standards development processes are conducted and the content of the resulting standards.

The scope of ISO/TC 217 is standardization in the field of cosmetics. It is expected that the major innovations in the disciplines or practices addressed by the scope of the ISO committee will improve the quality of the products in the market in the coming years.

It is recognized that the definition of cosmetics varies between jurisdictions. Due to these differences in legal definitions, some products that are considered cosmetics in one jurisdiction may be considered quasi-drugs, over-the-counter (OTC) drugs or natural health products in another. In light of this, one needs to understand how the definition in related standards will be interpreted in view of the regulations that apply in the jurisdictions where the product is made available.

As used in the Description of the Business Environment in the Strategic Business Plan for TC 217 the term “cosmetic” includes products intended to be placed with the external parts of the human body mainly to clean, perfume, or generally promote attractiveness and beautify. A non-exhaustive list of examples of cosmetic products is given in clause 2.2.

Cosmetics are considered as important and necessary items in everyone’s daily life. The technology available to the cosmetic industry is continuously advancing and the technical standards are becoming rigorous. Legislators, regulators and customers are demanding more information about residues, stability and toxicology parameters of raw materials and finished products as well as imposing more requirements to support sustainability objectives. Besides that, the trade of cosmetics between different countries is becoming increasingly important. Established international standards play a key role in reducing technical barriers to trade. Consequently, the needs for reliable standardized analytical methods, production procedures, specifications and requirements are becoming apparent.

The categories of relevant stakeholders are from industry, scientific institutions, academia, Consumers, Governments and regulators.

2.2 Quantitative Indicators of the Business Environment

The following quantitative indicators help describe the current business environment in order to support actions of the ISO TC 217.

The Cosmetics Market can be described by Categories such as: Skin and Sun Care Products, Hair Care Products, Deodorants, Fragrances, and Makeup and Color Cosmetics.

The revenue in the Cosmetics market¹ in 2025 is projected to reach US\$ 114.69 bn. It is anticipated that the market will experience an annual growth rate of 3.96% (CAGR² 2025-2030).

The global cosmetics market³ size was valued at USD 335.95 billion in 2024. The market is projected to grow from USD 354.68 billion in 2025 to USD 556.21 billion by 2032, exhibiting a CAGR of 6.64% over the forecast period. Asia Pacific dominated the cosmetics market with a market share of 39.57% in 2024.

The global market is segmented into hair care, skincare, makeup, and others, based on category.

The skincare segment dominated the market in 2024 with a market share of 35.08% owing to increasing product availability globally and the growing number of new skincare brands.

The women segment dominated the market in 2024 with a share of 57.19% owing to rising beauty consciousness, coupled with increasing awareness about self-care & personal hygiene. The growing urban lifestyle and rising number of working women, coupled with increased pollution levels, have heightened the need for cosmetics products among women seeking skin & hair protection.

The market is segmented into specialty stores, hypermarket/supermarket, online channels, and others, based on distribution channel.

In 2025, hypermarkets and supermarkets are anticipated to represent a 32.41% of the total cosmetics sales globally due to broad product availability and in-store promotions. The hypermarket/supermarket dominated the market in 2024 due to the extensive product availability.

Asia Pacific was the leading regional market in 2024 with a valuation of USD 132.92 billion, rising from USD 125.74 billion in 2023. Major contributors to the 2025 Asia Pacific market include China (USD 41.31 billion), India (USD 25.57 billion), and Japan (USD 20.75 billion).

¹ Global Market insights, Statista

² Compound Annual Growth Rate

³ Fortunebusinessinsights.com/cosmetics- October, 2025

With respect to regulatory harmonization, various national trade associations and regulatory bodies are involved in the International Cooperation on Cosmetics Regulation (ICCR). Established in 2007, the ICCR is a voluntary international group of cosmetics regulatory authorities (which are listed on [this website](#)) ICCR reports most of the standards developed through ISO TC 217 committee.

Structure of the market

A world without cosmetics would be inconceivable. Many are not solely decorative but, like toothpastes, soaps and deodorants, also play an important part in daily hygiene. Others also play an important health function, for example, in preventing sunburn or providing skin protection. Besides these daily needs there is a large group of “decorative cosmetics” such as lip products, eye products, nail products, etc. that are used as luxury articles for some people, but as daily needs for others.

3 BENEFITS EXPECTED FROM THE WORK OF ISO/TC 217

Benefits expected from the work of ISO/TC 217 are:

- Establishment of harmonized standards to facilitate global market access by reducing technical barriers to trade;
- Advancement of common microbiological, physical and chemical methods;
- Clarification of terminology for improved understanding and alignment;
- Improving communications between industry, consumers and authorities;
- Continuous improvement and maintenance the standards to ensure customer satisfaction and market competitiveness;
- Reduction of costs and complexity;
- Improvement of health, and safety;
- Encouragement of innovation by supporting the entry of new products in to the market;
- Support for the design and production of more sustainable and environmentally friendly products.

4 REPRESENTATION AND PARTICIPATION IN THE ISO/TC 217

4.1 Membership

As of October, 2025 ISO/TC 217 has 43 Participating members and 30 Observing members. The list of current members and their corresponding national standards bodies may be accessed at:

<https://www.iso.org/committee/54974.html?view=participation>

4.2 Analysis of the participation

ISO/TC 217 members are from developed and developing countries. Expertise from industry, governmental organizations, academia, technical sectors and other interested parties is well represented.

5 Identified strategies to achieve the ISO/TC 217's defined objectives

5.1 Defined objectives of the ISO/TC 217

Based on the considerations above, the ISO/TC 217 proposes the following objectives and strategic directions for its future work:

- Developing globally relevant International Standards;
- Improving the quality and safety of cosmetic products;
- Facilitating cosmetics global trade;
- Addressing current and emerging market needs;
- Publishing and promoting science-based methodologies;
- Disseminating technologies and good practices in the field of cosmetics;
- Engaging with stakeholders;
- Supporting harmonized regulatory compliance;
- Promoting sustainability.

5.2 Identified strategies to achieve the ISO/TC 217's defined objectives

ISO/TC 217 will use the following strategies to reach the objectives:

- To organize one plenary meeting each year in order to discuss the technical activities and to promote progress on the work items within the committee;

- To organize working group meetings as frequently as necessary;
- To ensure the involvement of interested parties, including reviews of P-member participation;
- To establish and continue liaisons with other ISO/TCs and related organizations;
- To identify emerging areas that may require new standardization initiatives based on technological developments.
- To collaborate with other technical committees and develop standards that address common needs;
- To reach out to authorities and other relevant stakeholders (e.g. ICRT)⁴;
- To promote the global dissemination of Standards and best practices through workshops, webinars, and publications;
- To monitor the effectiveness of standards and gather feedback for continuous improvement.

6 FACTORS AFFECTING COMPLETION AND IMPLEMENTATION OF THE ISO/TC 217 WORK PROGRAMME

Risk analysis

One of the risk factors for the ISO/TC 217 is the setting of target dates for the publishing of International Standards (IS). It is crucial that ISO TC 217 and its stakeholders reach a consensus that balances understanding and acceptance of one another's positions.

ISO/TC 217 should also be aware that harmonized standards may be more or less stringent than requirements described in particular national or local legislation. Differences between cosmetic legislation in various markets will continue.

Products might be regulated as cosmetics in one area, and as pharmaceuticals or other types of products in others. ISO will not solve these differences in interpretation, but it can be helpful in aligning methodology. As usual in ISO, the balance between industry and authorities is crucial. While a great deal of expertise lies in industry, authorities must be fully engaged in the development of new international standards, to assure acceptance and potential adoption into regulation. A balance of information and viewpoints is crucial for building understanding and acceptance of ISO/TC 217 standards and other work products.

⁴ International Consumer Research & Testing

In addition, limited resources, intense competition and the drive for innovation in the cosmetics industry may lead to pressures that could pose risks to achieving desired outcomes for ISO/TC 217.

7 STRUCTURE, CURRENT PROJECTS AND PUBLICATIONS OF THE ISO/TC 217

This section provides an overview of the ISO/TC 217's structure, scope, projects and publications.

Information on ISO online

The link below is to the TC 217's page on ISO's website:

<https://www.iso.org/committee/54974.html>

Reference information

[Glossary of terms and abbreviations used in ISO/TC Business Plans](#)

[General information on the principles of ISO's technical work](#)

