

Rituals Cosmetics marks 25 years with over €2.4bn in revenue, driving global expansion and positive impact



Rituals Cosmetics' founder & CEO, Raymond Cloosterman

Amsterdam [date] Rituals Cosmetics celebrates its 25th anniversary by recording net revenue of EUR 2.43 billion in 2025, up 16% year on year, and an EBITDA of EUR 545 million representing a margin of ca. 22.5%. This makes the Dutch luxury beauty and wellbeing brand one of the fastest-growing beauty brands worldwide. Marking a milestone year for the brand, Rituals will give back over EUR 30 million to impact projects in 2026 through its 10% Profit Pledge, turning a long-term commitment to wellbeing into tangible action.

Founded just 25 years ago by a team of three in a canal-side basement in Amsterdam, today Rituals has nearly 1,500 boutiques and over 4,500 department stores and luxury perfumeries in 33 countries. Last year, the brand saw record-breaking growth in France, Italy and the United Kingdom.

200+ boutique openings in 2025

Betting big on bricks and mortar and unique customer experiences, Rituals opened more than 200 boutiques across the world in 2025 including new flagship stores in London's Oxford Street, Zurich's Bahnhofstrasse and Barcelona's Gràcia Street.

The company operates through an innovative combination of physical retail stores and strong digital presence. It strengthened its digital performance, with online sales now representing over 20% of total revenue. Alongside continued expansion in Europe and the UK, the brand also saw further growth in Greater China and The Middle East.

Growth driven by innovation

Innovation and experience underpin continued double-digit growth, with the brand delivering 200 product innovations extending its core categories in wellbeing and lifestyle.

As one of the first B Corporation™ certified beauty brands, Rituals further strengthens its refill movement, selling almost 10m refills in 2025, a 22% increase from the previous year. At the same time, Rituals is transitioning to more circular glass packaging to further push the use of refills, allowing customers to significantly reduce their packaging waste through reuse. This directly contributes to the brand's sustainability goals.

In its ambition to become a leading wellbeing company in the luxury industry the brand transitions into beauty technology with its Mind Oasis. This immersive wellbeing concept brings the brand's philosophy to life. It operates 11 Mind Oasis locations across the Netherlands, Germany, France and the UK, with further international openings planned for 2026 including travel retail. Each Mind Oasis offers hydro- and brain massage treatments to bring mental and physical reaction, with thoughtfully designed retail spaces reflecting the company's wellbeing ambition.

Raymond Cloosterman, Rituals founder & CEO:

"Our 25th anniversary is a milestone for everyone who has contributed to building Rituals into this wonderful company. I am immensely proud and grateful. It has always been my dream to create

a global 'Feelgood Luxury' brand. A unique proposition within the industry. Combining high end luxury products with an accessible price point and creating positive impact, we are redefining luxury.

Looking ahead, 2026 will be an investment year focused on sustaining our momentum. We will refit 1,500 stores, expand further in Asia, accelerate new product innovation and continue the rollout of Mind Oasis. Our ambition is clear: growing our business while making a positive impact on people and planet."

1 year of impact success

In 2025, the brand marked the first year of its Profit Pledge, committing 10% of net profits to initiatives supporting youth mental wellbeing and nature protection. This amounts to EUR 26 million in 2025 and over EUR 30 million for 2026.

In this first year, the pledge supported youth wellbeing-focused organizations, including UNICEF, War Child and Super Chill, contributing to programs reaching 69 million young people globally. This includes 1.3 million children in the Netherlands and Germany reached through Super Chill, an innovative mental resilience app.

Rituals has worked with leading global, European and local organisations such as National Geographic Pristine Seas, Blue Marine Foundation, Sacred Forests and Frankfurt Zoological Society. These partnerships have helped to protect 390,000 km² of ocean and 220,000 hectares of rainforest, including 20,000 hectares repurchased in Colombia together with Indigenous communities.

With these efforts as part of its broader commitment to purpose-driven leadership, Rituals also backs Profit for Good, an emerging alliance encouraging companies to dedicate at least 10% of profits to social and environmental impact.

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