

Rituals Cosmetics Breaks Through €2B Barrier

- In 2024, Rituals achieves €2,1 billion in revenue with an organic growth of 21% across all sales channels and countries;
- Unique omnichannel customer experience and award-winning innovations are the foundation for the success;
- Global expansion with the opening of 5 stores per week and rapid growth in Asia;
- B Corp recertification and extensive refill assortment strengthen the brand's sustainability mission;
- Launch of 10% Profit Pledge and announcement of three new partners.



From L to R: Westfield Mall of The Netherlands, First store in Japan, Profit Pledge x Sacred Forests

[Amsterdam], XX January 2025 – Rituals Cosmetics, Certified B

Corporation™, successfully ends 2024 with a turnover of EUR 2,1B and 21% growth across all

channels and 42 countries.

Record year driven by Europe with expansion in Asia

While the majority of its growth came from the European market, Rituals also accelerated in Asia. The success is driven by organic growth across its retail and e-commerce channels, fueled by award-winning innovations, seamless omnichannel customer experience and its growing member program. On top of that, the brand has heavily invested in its physical shopping experience, by opening 241 retail stores across the world – one every working day. Key highlights include the opening of its first store in Japan, alongside new locations in Malaysia, Singapore, Thailand, and mainland China.

Additionally, following the success of Mind Oasis, three new locations opened, reinforcing the company's wellbeing philosophy to help people relax their body and mind.

In 2025, Rituals will continue to introduce exciting innovations and services, the company also plans to open another 243 stores worldwide. The focus will be on keeping momentum in Europe across retail, digital, wholesale and travel retail while expanding the brand in Asia.

Entrepreneurship of the 21st Century

As part of its mission to be a business for good, Rituals is proud to have recertified for the prestigious B Cop certification, meeting high standards of social and environmental performance. Another highlight of this year is the success of the brand's refill movement with more than 8M refills sold, which helped consumers reduce packaging waste.

To use the business as a force for good in every aspect, the brand introduced its 10% Profit Pledge. An initiative that officially launches this year in which Rituals commits 10% of its net profit of the previous year to support the wellbeing of people and planet.

In this journey of entrepreneurship and leaving a positive impact with the hope to inspire others, Rituals is excited to announce 3 new partners — **War Child**, improving the wellbeing of children affected by conflict and war; **Blue Marine Foundation**, combating overfishing and

protecting marine ecosystems; and **National Geographic Pristine Seas**, helping to create marine protected areas that restore ocean health.

These join existing partners **Sacred Forests**, supporting the Indigenous community and protecting the native land; **Super Chill**, helping children build mental resilience; and **Tiny Miracles** providing life-changing income, healthcare and education for communities in Mumbai, India.

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