

# Mass Beauty and Personal Care in Italy

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## Abstracts

Mass beauty and personal care enjoyed mid-single digit growth in 2022, a stronger performance than in the previous year. Sales had already returned to pre-pandemic levels in 2021, faster than premium products (which only reached 2019 levels in 2022) because they were not affected by the pandemic in 2020 as severely as in the premium segment. This was primarily because an important portion of mass beauty and personal care sales derive from the hygiene and personal care area (including bath and sh...

Euromonitor International's Mass Beauty and Personal Care in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

**Product coverage:** Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin Care.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Mass Beauty and Personal Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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