

# 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.

## Contents

### MASS BEAUTY AND PERSONAL CARE IN ITALY

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Mass beauty and personal care enjoys even higher growth than in the previous year

Mass bath and shower remains the biggest category, while mass sun care and mass deodorants benefit from record temperatures

L'Oréal retains lead, but Beiersdorf narrows gap

#### PROSPECTS AND OPPORTUNITIES

Positive forecast for mass and beauty and personal care thanks to the end of the pandemic

Less anxiety related to COVID-19 and high level of maturity will curb growth of hygiene products

Mass baby and child-specific products to show higher growth thanks to unit price increases

#### CATEGORY DATA

Table 1 Sales of Mass Beauty and Personal Care by Category: Value 2017-2022

Table 2 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Mass Beauty and Personal Care: % Value 2018-2022

Table 4 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2019-2022

Table 5 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2022-2027

Table 6 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2022-2027

### BEAUTY AND PERSONAL CARE IN ITALY

#### EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

The high rate of inflation and economic uncertainty linked to the war in Ukraine leads Italians to trade down and focus on essential products

Competitive landscape

Retailing developments

What next for beauty and personal care?

#### MARKET DATA

Table 7 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 8 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 9 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 10 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 11 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 12 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 13 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 14 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 15 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 16 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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