

Super Premium Beauty and Personal Care in Italy

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Abstracts

Super premium beauty and personal care has fared better than most other categories in luxury goods since the onset of the pandemic. Nonetheless, retail current value sales declined by almost a fifth during 2020, with demand for super premium colour cosmetics and super premium fragrances particularly weak. With a lockdown in place and home seclusion throughout the year, even many affluent local consumers deemed the purchase of super premium fragrances and super premium colour cosmetics to be unne...

Euromonitor International's Super Premium Beauty and Personal Care in Italy report offers a comprehensive guide to the size and shape of the Super Premium Beauty and Personal Care market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Super Premium Beauty and Personal Care retailing along with the development of consumers' shopping patterns. Forecasts to 2025 illustrate how the market is set to change

Product coverage: Other Super Premium Beauty and Personal Care, Super Premium Colour Cosmetics, Super Premium Fragrances, Super Premium 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 Super Premium 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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