

# Fragrances in Italy

<https://marketpublishers.com/r/FC56A9078D3EN.html>

Date: April 2020

Pages: 41

Price: US\$ 350.00 (Single User License)

ID: FC56A9078D3EN

## Abstracts

Fragrances in Italy

### SUMMARY

Fragrances in Italy industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The fragrances market consists of retail sales of female fragrances, male fragrances and unisex fragrances. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2019 exchange rates.

The Italian fragrances market had total revenues of \$1,454.4m in 2019, representing a compound annual growth rate (CAGR) of 1.6% between 2015 and 2019.

Market consumption volume increased with a CAGR of 0.6% between 2015 and 2019, to reach a total of 29.6 million units in 2019.

Unstable economic conditions during the review period impacted the growth of this market.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the fragrances market in Italy

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the fragrances market in Italy

Leading company profiles reveal details of key fragrances market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Italy fragrances market with five year forecasts by both value and volume

## REASONS TO BUY

What was the size of the Italy fragrances market by value in 2019?

What will be the size of the Italy fragrances market in 2024?

What factors are affecting the strength of competition in the Italy fragrances market?

How has the market performed over the last five years?

Who are the top competitors in Italy's fragrances market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value
- 3.2. Market volume

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast
- 5.2. Market volume forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Market share
- 7.2. Who are the leading players in the Italian fragrances market?
- 7.3. Which companies have been most successful in increasing their market share since 2015?
- 7.4. What are the most popular brands in the market?
- 7.5. What have been the most significant M&A deals in the Italy fragrances market over the last four years?

## **8 COMPANY PROFILES**

- 8.1. Coty Inc.
- 8.2. L'Oreal SA
- 8.3. LVMH Moët Hennessy Louis Vuitton SA

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: Italy fragrances market value: \$ million, 2015-19
Table 2: Italy fragrances market volume: million units, 2015-19
Table 3: Italy fragrances market category segmentation: \$ million, 2019
Table 4: Italy fragrances market geography segmentation: \$ million, 2019
Table 5: Italy fragrances market distribution: % share, by value, 2019
Table 6: Italy fragrances market value forecast: \$ million, 2019-24
Table 7: Italy fragrances market volume forecast: million units, 2019-24
Table 8: Italy fragrances market share: % share, by value, 2019
Table 9: Coty Inc.: key facts
Table 10: Coty Inc.: Annual Financial Ratios
Table 11: Coty Inc.: Key Employees
Table 12: L'Oreal SA: key facts
Table 13: L'Oreal SA: Annual Financial Ratios
Table 14: L'Oreal SA: Key Employees
Table 15: L'Oreal SA: Key Employees Continued
Table 16: LVMH Moet Hennessy Louis Vuitton SA: key facts
Table 17: LVMH Moet Hennessy Louis Vuitton SA: Annual Financial Ratios
Table 18: LVMH Moet Hennessy Louis Vuitton SA: Key Employees
Table 19: LVMH Moet Hennessy Louis Vuitton SA: Key Employees Continued
Table 20: Italy size of population (million), 2015-19
Table 21: Italy gdp (constant 2005 prices, \$ billion), 2015-19
Table 22: Italy gdp (current prices, \$ billion), 2015-19
Table 23: Italy inflation, 2015-19
Table 24: Italy consumer price index (absolute), 2015-19
Table 25: Italy exchange rate, 2015-19

## List Of Figures

### LIST OF FIGURES

Figure 1: Italy fragrances market value: \$ million, 2015-19

Figure 2: Italy fragrances market volume: million units, 2015-19

Figure 3: Italy fragrances market category segmentation: % share, by value, 2019

Figure 4: Italy fragrances market geography segmentation: % share, by value, 2019

Figure 5: Italy fragrances market distribution: % share, by value, 2019

Figure 6: Italy fragrances market value forecast: \$ million, 2019-24

Figure 7: Italy fragrances market volume forecast: million units, 2019-24

Figure 8: Forces driving competition in the fragrances market in Italy, 2019

Figure 9: Drivers of buyer power in the fragrances market in Italy, 2019

Figure 10: Drivers of supplier power in the fragrances market in Italy, 2019

Figure 11: Factors influencing the likelihood of new entrants in the fragrances market in Italy, 2019

Figure 12: Factors influencing the threat of substitutes in the fragrances market in Italy, 2019

Figure 13: Drivers of degree of rivalry in the fragrances market in Italy, 2019

Figure 14: Italy fragrances market share: % share, by value, 2019

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