

Haircare in Italy - Market Summary, Competitive Analysis and Forecast to 2025

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Abstracts

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SUMMARY

Haircare in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The haircare market consists of retail sales of conditioner, hair colorants, hair loss treatments, perms and relaxers, salon hair care, shampoo and styling agents. 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 2020 exchange rates.

The Italian haircare market had total revenues of \$1,709.7m in 2020, representing a compound annual growth rate (CAGR) of 1.7% between 2016 and 2020.

Market consumption volume increased with a CAGR of 0.6% between 2016 and 2020, to reach a total of 261.8 million units in 2020.

Due to Italy's poor economic condition, the personal care products market suffered to some extent during the review period.

SCOPE

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

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

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

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

REASONS TO BUY

What was the size of the Italy haircare market by value in 2020?

What will be the size of the Italy haircare market in 2025?

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

How has the market performed over the last five years?

How large is Italy's haircare market in relation to its regional counterparts?

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 haircare market?
- 7.3. Which companies were the most successful at increasing their market share during 2016-2020?
- 7.4. What are the most popular brands in the market?
- 7.5. What have been the largest deals in the haircare market in recent years?

8 COMPANY PROFILES

- 8.1. L'Oreal SA
- 8.2. The Procter & Gamble Co
- 8.3. Unilever Plc.
- 8.4. Henkel AG & Co. KGaA

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 haircare market value: \$ million, 2016-20
- Table 2: Italy haircare market volume: million units, 2016-20
- Table 3: Italy haircare market category segmentation: \$ million, 2020
- Table 4: Italy haircare market geography segmentation: \$ million, 2020
- Table 5: Italy haircare market distribution: % share, by value, 2020
- Table 6: Italy haircare market value forecast: \$ million, 2020-25
- Table 7: Italy haircare market volume forecast: million units, 2020-25
- Table 8: Italy haircare market share: % share, by value, 2020
- Table 9: L'Oreal SA: key facts
- Table 10: L'Oreal SA: Annual Financial Ratios
- Table 11: L'Oreal SA: Key Employees
- Table 12: L'Oreal SA: Key Employees Continued
- Table 13: The Procter & Gamble Co: key facts
- Table 14: The Procter & Gamble Co: Annual Financial Ratios
- Table 15: The Procter & Gamble Co: Key Employees
- Table 16: The Procter & Gamble Co: Key Employees Continued
- Table 17: Unilever Plc.: key facts
- Table 18: Unilever Plc.: Annual Financial Ratios
- Table 19: Unilever Plc.: Key Employees
- Table 20: Henkel AG & Co. KGaA: key facts
- Table 21: Henkel AG & Co. KGaA: Annual Financial Ratios
- Table 22: Henkel AG & Co. KGaA: Annual Financial Ratios (Continued)
- Table 23: Henkel AG & Co. KGaA: Key Employees
- Table 24: Henkel AG & Co. KGaA: Key Employees Continued
- Table 25: Italy size of population (million), 2016-20
- Table 26: Italy gdp (constant 2005 prices, \$ billion), 2016-20
- Table 27: Italy gdp (current prices, \$ billion), 2016-20
- Table 28: Italy inflation, 2016-20
- Table 29: Italy consumer price index (absolute), 2016-20
- Table 30: Italy exchange rate, 2016-20

List Of Figures

LIST OF FIGURES

- Figure 1: Italy haircare market value: \$ million, 2016-20
- Figure 2: Italy haircare market volume: million units, 2016-20
- Figure 3: Italy haircare market category segmentation: % share, by value, 2020
- Figure 4: Italy haircare market geography segmentation: % share, by value, 2020
- Figure 5: Italy haircare market distribution: % share, by value, 2020
- Figure 6: Italy haircare market value forecast: \$ million, 2020-25
- Figure 7: Italy haircare market volume forecast: million units, 2020-25
- Figure 8: Forces driving competition in the haircare market in Italy, 2020
- Figure 9: Drivers of buyer power in the haircare market in Italy, 2020
- Figure 10: Drivers of supplier power in the haircare market in Italy, 2020
- Figure 11: Factors influencing the likelihood of new entrants in the haircare market in Italy, 2020
- Figure 12: Factors influencing the threat of substitutes in the haircare market in Italy, 2020
- Figure 13: Drivers of degree of rivalry in the haircare market in Italy, 2020
- Figure 14: Italy haircare market share: % share, by value, 2020

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