

# Italy Personal Hygiene Market Summary, Competitive Analysis and Forecast to 2027

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## Abstracts

Italy Personal Hygiene Market Summary, Competitive Analysis and Forecast to 2027

### Summary

Personal Hygiene in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### Key Highlights

The personal hygiene market consists of retail sale of anti-perspirants and deodorants, bath & shower products, and soap. The anti-perspirants segment consists of all antiperspirants and deodorants in spray, stick, roll-on, cream, gel and solid formats. The bath & shower segment consists of bubble-baths and bath time washing gels and lotions. The segment also includes non-liquid products added to baths such as bath bombs, beads and salts. The soap segment consists of both bar soap and liquid soaps. 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 2022 exchange rates.

The Italian Personal Hygiene market had total revenues of \$1,375.7 million in 2022, representing a compound annual growth rate (CAGR) of 2.5% between 2017 and 2022.

Market consumption volume increased with a CAGR of 0.8% between 2017 and 2022, to reach a total of 439.2 million units in 2022.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 4.3% for the five-year period 2022 %li%2027, which is expected to drive the market to a value of \$1,699.3 million by the end of 2027.

### Scope

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

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

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

Add weight to presentations and pitches by understanding the future growth prospects of the Italy personal hygiene market with five year forecasts

### Reasons to Buy

What was the size of the Italy personal hygiene market by value in 2022?

What will be the size of the Italy personal hygiene market in 2027?

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

How has the market performed over the last five years?

What are the main segments that make up Italy's personal hygiene market?

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