

# Italy Skincare Market Summary, Competitive Analysis and Forecast to 2027

<https://marketpublishers.com/r/IF4B3C90A840EN.html>

Date: May 2023

Pages: 50

Price: US\$ 350.00 (Single User License)

ID: IF4B3C90A840EN

## Abstracts

Italy Skincare Market @Summary, Competitive Analysis and Forecast to 2027

### SUMMARY

Skincare in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 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 skincare market consists of the retail sale of facial care, body care, hand care, depilatories, and make-up remover products. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions have been made using constant annual average 2022 exchange rates.

The Italian Skincare market had total revenues of \$3,664.3 million in 2022, representing a compound annual growth rate (CAGR) of 2% between 2017 and 2022.

Market consumption volumes declined with a CAGR of -0.4% between 2017 and 2022, to reach a total of 289.7 million units in 2022.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 5.1% for the five-year period 2022 - 2027, which is expected to drive

the market to a value of \$4,703.5 million by the end of 2027.

## SCOPE

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

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

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

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

## REASONS TO BUY

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

What will be the size of the Italy skincare market in 2027?

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

How has the market performed over the last five years?

How large is Italy's skincare 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 Italian skincare market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2017-2022)?
- 7.4. Which companies market shares have suffered over the same period?
- 7.5. What are the most popular brands in the Italian skincare market?

## **8 COMPANY PROFILES**

- 8.1. L'Oreal SA
- 8.2. Beiersdorf AG
- 8.3. The Estee Lauder Companies Inc
- 8.4. Shiseido Company, Limited

## **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 skincare market value: \$ million, 2017-22
- Table 2: Italy skincare market volume: million units, 2017-22
- Table 3: Italy skincare market category segmentation: % share, by value, 2017-2022
- Table 4: Italy skincare market category segmentation: \$ million, 2017-2022
- Table 5: Italy skincare market geography segmentation: \$ million, 2022
- Table 6: Italy skincare market distribution: % share, by value, 2022
- Table 7: Italy skincare market value forecast: \$ million, 2022-27
- Table 8: Italy skincare market volume forecast: million units, 2022-27
- Table 9: Italy skincare market share: % share, by value, 2022
- Table 10: L'Oreal SA: key facts
- Table 11: L'Oreal SA: Annual Financial Ratios
- Table 12: L'Oreal SA: Key Employees
- Table 13: L'Oreal SA: Key Employees Continued
- Table 14: Beiersdorf AG: key facts
- Table 15: Beiersdorf AG: Annual Financial Ratios
- Table 16: Beiersdorf AG: Key Employees
- Table 17: The Estee Lauder Companies Inc: key facts
- Table 18: The Estee Lauder Companies Inc: Annual Financial Ratios
- Table 19: The Estee Lauder Companies Inc: Key Employees
- Table 20: The Estee Lauder Companies Inc: Key Employees Continued
- Table 21: The Estee Lauder Companies Inc: Key Employees Continued
- Table 22: Shiseido Company, Limited: key facts
- Table 23: Shiseido Company, Limited: Annual Financial Ratios
- Table 24: Shiseido Company, Limited: Key Employees
- Table 25: Shiseido Company, Limited: Key Employees Continued
- Table 26: Shiseido Company, Limited: Key Employees Continued
- Table 27: Italy size of population (million), 2018-22
- Table 28: Italy gdp (constant 2005 prices, \$ billion), 2018-22
- Table 29: Italy gdp (current prices, \$ billion), 2018-22
- Table 30: Italy inflation, 2018-22
- Table 31: Italy consumer price index (absolute), 2018-22
- Table 32: Italy exchange rate, 2018-22

## List Of Figures

### LIST OF FIGURES

- Figure 1: Italy skincare market value: \$ million, 2017-22
- Figure 2: Italy skincare market volume: million units, 2017-22
- Figure 3: Italy skincare market category segmentation: \$ million, 2017-2022
- Figure 4: Italy skincare market geography segmentation: % share, by value, 2022
- Figure 5: Italy skincare market distribution: % share, by value, 2022
- Figure 6: Italy skincare market value forecast: \$ million, 2022-27
- Figure 7: Italy skincare market volume forecast: million units, 2022-27
- Figure 8: Forces driving competition in the skincare market in Italy, 2022
- Figure 9: Drivers of buyer power in the skincare market in Italy, 2022
- Figure 10: Drivers of supplier power in the skincare market in Italy, 2022
- Figure 11: Factors influencing the likelihood of new entrants in the skincare market in Italy, 2022
- Figure 12: Factors influencing the threat of substitutes in the skincare market in Italy, 2022
- Figure 13: Drivers of degree of rivalry in the skincare market in Italy, 2022
- Figure 14: Italy skincare market share: % share, by value, 2022

## I would like to order

Product name: Italy Skincare Market Summary, Competitive Analysis and Forecast to 2027

Product link: <https://marketpublishers.com/r/IF4B3C90A840EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/IF4B3C90A840EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970