

# Make-Up in Italy - Market Summary, Competitive Analysis and Forecast to 2025

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## Abstracts

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### SUMMARY

Make-Up in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 make-up market consists of eye make-up, face make-up, lip make-up and nail make-up. The eye make-up segment consists of eyeliner, eye shadow, mascara and other eye make-up products. The face make-up segment consists of blusher, foundation, face powder and other face make-up products. The lip make-up segment consists of lip liner, lipstick, lip gloss and other lip make-up products. The nail make-up segment consists of nail polish. 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 2020 exchange rates.

The Italian make-up market had total revenues of \$1,129.4m in 2020, declining a compound annual rate of change (CARC) of 2.7% between 2016 and 2020.

Market consumption volumes declined with a CARC of 3.9% between 2016 and 2020, to reach a total of 70.2 million units in 2020.

The Italian make-up market is mature, therefore, strong growth is not expected. Moreover, economic challenges affected market growth during the review period.

## **SCOPE**

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

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

Leading company profiles reveal details of key make-up market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Italy make-up market with five year forecasts

## **REASONS TO BUY**

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

What will be the size of the Italy hot drinks market in 2025?

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

How has the market performed over the last five years?

What are the main segments that make up Italy's hot drinks market?

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