

# Personal Hygiene in Italy - Market Summary, Competitive Analysis and Forecast to 2025

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## Abstracts

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

### SUMMARY

Personal Hygiene 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 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 2019 exchange rates.

The Italian personal hygiene market had total revenues of \$1,383.0m in 2020, representing a compound annual growth rate (CAGR) of 2% between 2016 and 2020.

Market consumption volume increased with a CAGR of 0.7% between 2016 and 2020, to reach a total of 432.4 million units in 2020.

High unemployment rate and low economic growth led to decline in demand for premium products in Italy.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, 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 by both value and volume

## REASONS TO BUY

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

What will be the size of the Italy personal hygiene market in 2025?

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

How has the market performed over the last five years?

Who are the top competitors in Italy's personal hygiene market?

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