

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

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## Abstracts

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### SUMMARY

Skincare in Italy industry profile provides top-line qualitative and quantitative summary information including: market share, 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 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 2020 exchange rates.

The Italian skincare market had total revenues of \$2,490.7m in 2020, representing a compound annual rate of change (CARC) of -0.7% between 2016 and 2020.

Market consumption volumes declined with a CARC of -1.4% between 2016-2020, to reach a total of 182.2 million units in 2020.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 1.7% for the five-year period 2020 - 2025, which is expected to drive

the market to a value of \$2,710.2m by the end of 2025.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, 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

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Italy's skincare market?

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