

# The Italian Market for Natural & Organic Personal Care Products

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## Abstracts

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### Report Description:

Organic Monitor's report on The Italian Market for Natural & Organic Personal Care Products is produced by continuously tracking this market over 5 years. In-depth analysis is given on the leading natural & organic personal care product categories, including skin care, hair care, oral care, etc. Expert analysis and strategic recommendations are provided to existing producers, new entrants and investors in this fast growing market.

### Key Questions Answered:

Our expert analysis provides answers to the following questions...

- What is the size of the natural & organic personal care products market?
- What is the market size of product categories and leading products?
- What is the impact of the economic recession on this market?
- What are the projected growth rates & revenue forecasts?
- What are the main sales channels? What market shares?
- What are the leading brands? What are their market shares?
- Who are the leading importers and distributors?
- What are the business openings for existing and new entrants?

### Product Categories:

Skin care products: facial care, body care, sun care products, etc.  
Hair care products: shampoos, conditioners, hair colours, etc.  
Oral care products: toothpaste, mouthwash, etc.  
Cosmetics: mascara, lipstick, foundations, etc.  
Deodorants  
Other products: feminine hygiene products, etc.

### **Research Highlights:**

The market for natural & organic personal care products in Italy is one of the largest in Europe. Healthy growth is occurring as consumers become more aware of synthetic chemicals such as parabens & petrochemicals in cosmetics & toiletries. The adoption rate of natural & organic cosmetic standards is rising as manufacturers look to assure consumers their products meet high ethical standards.

A major driver of market growth is widening availability, with distribution of natural cosmetics increasing outside specialist retailers. Most sales are still from herbalist shops, however other channels are making inroads. The number of concept stores is also rising as natural cosmetic companies look to reach new consumers.

This report gives detailed market & competitive information on each product category. Market information for each product category includes market size, revenue forecasts, pricing & distribution analysis and sales channel breakdown. Market shares and profiles are given of the leading producers and retailers.

### **Research Methodology:**

This report on The Italian Market for Natural & Organic Personal Care Products has been predominantly prepared by primary research. Interviews were conducted with leading natural & organic personal care product manufacturers, distributors, supermarkets, natural food shops, drugstores, pharmacies & other retailers in Italy. Information was also gathered from trade associations, certification bodies, industry observers and retailer in-store visits. Secondary research was used to corroborate and verify primary data. Secondary data sources include our proprietary in-house databases, magazines & trade press, company literature and independent databases.

### **How You Will Benefit From This Report:**

Since this report provides a comprehensive assessment of the Italy natural & organic

personal care products market, it is an invaluable resource to executives / organisations looking for information on this emerging market. Expert analysis and strategic insights make the report equally useful to new entrants and companies already active in the industry.

The report gives a thorough analysis of the Italian natural & organic personal care products market, enabling the reader to make decisions on business opportunities and market plans. Market information includes market size by product categories, products, historic & projected market growth rates, revenue forecasts, market drivers & restraints. Competitive information includes market share of leading producers / brands, sales breakdown by channels, retailer analysis, profiles of leading companies (producers, importers and retailers). Other information includes certification & standards, consumer behaviour and future outlook.

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## **LIST OF SELECTED COMPANIES**

Producers and Distributors  
Retailers  
Associations and Others

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