

# Color Cosmetics Market in Italy 2021

<https://marketpublishers.com/r/CB26F50E66CCEN.html>

Date: January 2022

Pages: 15

Price: US\$ 450.00 (Single User License)

ID: CB26F50E66CCEN

## Abstracts

Color cosmetics is a broad term which encompasses different categories of products for skin, eyes, cheeks and lips. These makeup products enhance overall physical appearance, conceal flaws or define features, making one appear healthier and look more refreshed. The color cosmetics market in Italy is poised to grow by US\$ 323 million during 2021-2027, progressing at a CAGR of 2.7% during the forecast period, according to data and analytics company StrategyHelix. Continuously rising personnel disposable income levels, growing demand for beauty and personal care, increasing consumer health awareness about personal care and fashion trends are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for color cosmetics. The Italy color cosmetics market is segmented on the basis of price range, application, and distribution channel. By price range, the color cosmetics market in Italy has been segmented into prestige product, mass product. The mass product segment was the largest contributor to the Italy color cosmetics market in 2020. Based upon application, the color cosmetics market in Italy is categorized into eye make up, facial make up, lip products, nail products. On the basis of distribution channel, the color cosmetics market in Italy has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The prominent players operating in the Italy color cosmetics market include Coty Inc., Kiko S.P.A., L'Oreal S.A.

### Report Scope

Price range: prestige product, mass product

Application: eye make up, facial make up, lip products, nail products

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing,

others

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Italy color cosmetics market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

## Contents

### **PART 1. INTRODUCTION**

Scope of the study  
Study period  
Geographical scope  
Research methodology

### **PART 2. COLOR COSMETICS MARKET OVERVIEW**

### **PART 3. MARKET BREAKDOWN BY PRICE RANGE**

Prestige product  
Mass product

### **PART 4. MARKET BREAKDOWN BY APPLICATION**

Eye make up  
Facial make up  
Lip products  
Nail products

### **PART 5. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL**

Supermarkets & hypermarkets  
Specialty stores  
Online retailing  
Others

### **PART 6. KEY COMPANIES**

Coty Inc.  
Kiko S.P.A.  
L'Oreal S.A.  
About StrategyHelix  
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