

Beauty and Personal Care Packaging in Italy

Market Direction | 2022-07-28 | 11 pages | Euromonitor

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Report description:

After suffering a drastic decline over 2019-2020 due to COVID-19, volumes of all packaging formats for fragrances recorded significant improvement over 2020-2021, with the rebound largely fuelled by vaccination programmes and the subsequent improvement in consumer mobility. Amongst the pack types used for fragrances in 2021, glass bottles continued to account for the highest share, and also saw the strongest growth, as this packaging helps maintain the shelf life and chemical properties of fragr...

Euromonitor International's Beauty and Personal Care Packaging in Italy report offers insight into key trends and developments driving packaging across the category.

Product coverage: Baby and Child-specific Products Packaging, Bath and Shower Packaging, Colour Cosmetics Packaging, Deodorants Packaging, Depilatories Packaging, Fragrances Packaging, Hair Care Packaging, Men's Grooming Packaging, Oral Care Packaging, Skin Care Packaging, Sun Care Packaging.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Beauty and Personal Care Packaging market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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BEAUTY AND PERSONAL CARE PACKAGING IN ITALY

KEY DATA FINDINGS

2021 DEVELOPMENTS

Glass bottles drives volume growth in fragrances packaging

Easing of pandemic contributes to decline in bath and shower packaging volumes

Lifting of travel restrictions ensures a rebound for sun care packaging volumes

PROSPECTS AND OPPORTUNITIES

Migration to more sustainable packaging formats

Large formats and convenience likely to be demanded in packaging

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