

Colour Cosmetics in Italy

Market Direction | 2023-05-03 | 32 pages | Euromonitor

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Report description:

In 2022, colour cosmetics continued to recover thanks to the further easing of COVID-19 related restrictions, such as the lifting of the obligation to wear face masks in shops, which occurred in May 2022 in Italy (and in the summer for offices, and September for schools and public transport). As a result, Italians also engaged in more social lifestyles and went out more, both for work and social occasions. Consequently, they felt keener to wear more make-up than in the previous year. However, va...

Euromonitor International's Colour Cosmetics in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Colour Cosmetics Sets/Kits, Eye Make-Up, Facial Make-Up, Lip Products, Nail Products.

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

Why buy this report?

- * Get a detailed picture of the Colour Cosmetics 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.

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Kiko Milano confirms its leadership

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