

Fragrances in Italy

Market Direction | 2023-05-03 | 26 pages | Euromonitor

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Report description:

Fragrances continued to show a dynamic performance in Italy in 2022 after having already returned to pre-pandemic levels in the previous year. The category continued to grow thanks to Italian consumers feeling keener to socialise as the immediate threat from COVID-19 was perceived to have waned in 2022. Many consumers returned to working in the office more frequently and generally increased the frequency with which they went out of their homes, with the state of health emergency ending in March...

Euromonitor International's Fragrances 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: Mass Fragrances, Premium Fragrances.

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

Why buy this report?

- * Get a detailed picture of the Fragrances 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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Table of Contents:

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List Of Contents And Tables

FRAGRANCES IN ITALY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Fragrances benefits from the end of the health emergency and a hedonistic and accessible luxury positioning

Iconic fragrances show the highest growth

Number of new launches increases, but remains below pre-pandemic levels

PROSPECTS AND OPPORTUNITIES

Fragrances' connection with social lives and emotional wellbeing will sustain growth

Consumers looking for price deals favour e-commerce and health and personal care stores

Genderless and green waves to increasingly influence fragrances

CATEGORY DATA

Table 1 Sales of Fragrances by Category: Value 2017-2022

Table 2 Sales of Fragrances by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Fragrances: % Value 2018-2022

Table 4 LBN Brand Shares of Fragrances: % Value 2019-2022

Table 5 LBN Brand Shares of Premium Men's Fragrances: % Value 2019-2022

Table 6 LBN Brand Shares of Premium Women's Fragrances: % Value 2019-2022

Table 7 Forecast Sales of Fragrances by Category: Value 2022-2027

Table 8 Forecast Sales of Fragrances by Category: % Value Growth 2022-2027

BEAUTY AND PERSONAL CARE IN ITALY

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

The high rate of inflation and economic uncertainty linked to the war in Ukraine leads Italians to trade down and focus on essential products

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 9 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 10 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 11 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 12 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 13 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 14 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 15 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 16 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 17 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 18 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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