

## **Skin Care in Italy**

Market Direction | 2023-05-03 | 31 pages | Euromonitor

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### **Report description:**

Skin care delivered mid-single-digit growth in 2022, showing a slower rate of growth than that seen in the previous year - which, however, represented a recovery from the decline seen in 2020 and allowed value sales to return to pre-pandemic levels. Skin care suffered less during the height of the pandemic in 2020 and showed a quicker recovery in 2021 than other beauty categories, such as colour cosmetics and fragrances, thanks to the great importance that Italian consumers place on skin care ro...

Euromonitor International's Skin Care 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: Body Care, Facial Care, Hand Care, Skin Care Sets/Kits.

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

### Why buy this report?

- \* Get a detailed picture of the Skin Care 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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General purpose products sustain growth of body care

The easing of restrictions benefits facial care, especially lip care and facial cleansers

##### PROSPECTS AND OPPORTUNITIES

Positive outlook for skin care, although demand may be curbed by consumers investing more in hair care and fragrances

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