

## **Italy Skincare Market Summary, Competitive Analysis and Forecast to 2027**

Industry Report | 2023-05-09 | 50 pages | MarketLine

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### **Report description:**

Italy Skincare Market Summary, Competitive Analysis and Forecast to 2027

#### Summary

Skincare in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The skincare market consists of the retail sale of facial care, body care, hand care, depilatories, and make-up remover products. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions have been made using constant annual average 2022 exchange rates.
- The Italian Skincare market had total revenues of \$3,664.3 million in 2022, representing a compound annual growth rate (CAGR) of 2% between 2017 and 2022.
- Market consumption volumes declined with a CAGR of -0.4% between 2017 and 2022, to reach a total of 289.7 million units in 2022.
- The performance of the market is forecast to accelerate, with an anticipated CAGR of 5.1% for the five-year period 2022 - 2027, which is expected to drive the market to a value of \$4,703.5 million by the end of 2027.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the skincare market in Italy
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the skincare market in Italy
- Leading company profiles reveal details of key skincare market players' global operations and financial performance

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- Add weight to presentations and pitches by understanding the future growth prospects of the Italy skincare market with five year forecasts by both value and volume

#### Reasons to Buy

- What was the size of the Italy skincare market by value in 2022?
- What will be the size of the Italy skincare market in 2027?
- What factors are affecting the strength of competition in the Italy skincare market?
- How has the market performed over the last five years?
- How large is Italy's skincare market in relation to its regional counterparts?

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