

Personal Hygiene in Italy

Industry Report | 2024-04-19 | 46 pages | MarketLine

AVAILABLE LICENSES:

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

Report description:

Personal Hygiene in Italy

Summary

Personal Hygiene in Italy industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The Italian Personal Hygiene market recorded revenues of \$1,541.3 million in 2023, representing a compound annual growth rate (CAGR) of 3.8% between 2018 and 2023.
- Market consumption volume increased with a CAGR of 1.2% between 2018 and 2023, to reach a total of 449.8 million units in 2023.
- The performance of the market is forecast to decelerate, with an anticipated CAGR of 2.6% over 2023-28, which is expected to drive the market to a value of \$1,754.1 million by the end of 2028.

Scope

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the personal hygiene market in Italy
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the personal hygiene market in Italy
- Leading company profiles reveal details of key personal hygiene market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Italy personal hygiene market with

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Italy personal hygiene market by value in 2023?
- What will be the size of the Italy personal hygiene market in 2028?
- What factors are affecting the strength of competition in the Italy personal hygiene market?
- How has the market performed over the last five years?
- Who are the top competitors in Italy's personal hygiene market?

Table of Contents:

Table of Contents

1 Executive Summary

1.1. Market value

1.2. Market value forecast

1.3. Market volume

1.4. Market volume forecast

1.5. Category segmentation

1.6. Geography segmentation

1.7. Market share

1.8. Market rivalry

1.9. Competitive landscape

2 Market Overview

2.1. Market definition

2.2. Market analysis

3 Market Data

3.1. Market value

3.2. Market volume

4 Market Segmentation

4.1. Category segmentation

4.2. Geography segmentation

4.3. Market distribution

5 Market Outlook

5.1. Market value forecast

5.2. Market volume forecast

6 Five Forces Analysis

6.1. Summary

6.2. Buyer power

6.3. Supplier power

6.4. New entrants

6.5. Threat of substitutes

6.6. Degree of rivalry

7 Competitive Landscape

7.1. Market share

7.2. Who are the leading players in the Italian personal hygiene market?

7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2018-2023)?

7.4. Which companies market shares have suffered over the same period (2018-2023)?

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 7.5. What are the most popular brands in the Italian personal hygiene market?
- 7.6. What have been the most significant M&A deals in the Italian personal hygiene market over the last three years (2020-2023)?
- 8 Company Profiles
 - 8.1. Unilever Plc.
 - 8.2. Bolton Group BV
 - 8.3. Beiersdorf AG
 - 8.4. Henkel AG & Co. KGaA
- 9 Macroeconomic Indicators
 - 9.1. Country data
- 10 Appendix
 - 10.1. Methodology
 - 10.2. Industry associations
 - 10.3. Related MarketLine research
 - 10.4. About MarketLine

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Personal Hygiene in Italy

Industry Report | 2024-04-19 | 46 pages | MarketLine

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single user licence (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-10"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com