

## Make-Up in Italy

Industry Report | 2024-07-19 | 43 pages | MarketLine

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### Report description:

Make-Up in Italy

Summary

Make-Up in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 make-up market consists of eye make-up, face make-up, lip make-up and nail make-up. The eye make-up segment consists of eyeliner, eye shadow, mascara and other eye make-up products. The face make-up segment consists of blusher, foundation, face powder and other face make-up products. The lip make-up segment consists of lip liner, lipstick, lip gloss and other lip make-up products. The nail make-up consists of nail polish. 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 2023 exchange rates.
- The Italian Make-Up market had total revenues of \$1,928.0 million in 2023, representing a compound annual growth rate (CAGR) of 2% between 2018 and 2023.
- Market consumption volumes declined with a negative CAGR of 1.2% between 2018 and 2023, to reach a total of 102.6 million units in 2023.
- The performance of the market is forecast to accelerate, with an anticipated CAGR of 3.3% for the five-year period 2023-28, which is expected to drive the market to a value of \$2,272.3 million by the end of 2028.

### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the make-up

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market in Italy

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the make-up market in Italy
- Leading company profiles reveal details of key make-up market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Italy make-up market with five year forecasts

Reasons to Buy

- What was the size of the Italy make-up market by value in 2023?
- What will be the size of the Italy make-up market in 2028?
- What factors are affecting the strength of competition in the Italy make-up market?
- How has the market performed over the last five years?
- What are the main segments that make up Italy's make-up 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

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7.1. Market share

7.2. Who are the leading players in the Italian make-up 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 in the last 5 years (2018-2023)?

7.5. What are the most popular brands in the Italian make-up market?

8 Company Profiles

8.1. L'Oreal SA

8.2. The Estee Lauder Companies Inc

8.3. KIKO SpA

8.4. Deborah Group Spa

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

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