

Make-Up in Italy

Industry Report | 2025-11-13 | 40 pages | MarketLine

AVAILABLE LICENSES:

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

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 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- Makeup market includes cosmetic products applied to the face, body, or nails to enhance or improve one's appearance, color, or texture.
- The Italian makeup market recorded revenues of \$2,080.2 million in 2024, representing a compound annual growth rate (CAGR) of 2.3% between 2019-24.
- Market consumption volumes declined with a negative CAGR of 0.2% between 2019-24, reaching a total of 109.4 million units in 2024.
- The Italian makeup market registered moderate growth during 2019-24, primarily driven by the increased disposable income and favorable economic conditions.

Scope

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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 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 2024?
- What will be the size of the Italy make-up market in 2029?
- 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
 - 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 during 2019-24?

7.4. Which companies market shares have suffered over the same period (2019-24)?

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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Make-Up in Italy

Industry Report | 2025-11-13 | 40 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="2026-02-10"/>
		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