

Make-Up in Italy

Industry Report | 2025-11-13 | 40 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 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

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- 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?

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