

Mass Beauty and Personal Care in Italy

May 2023

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Mass Beauty and Personal Care in Italy - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Mass beauty and personal care enjoys even higher growth than in the previous year

Mass bath and shower remains the biggest category, while mass sun care and mass deodorants benefit from record temperatures

L'Oréal retains lead, but Beiersdorf narrows gap

PROSPECTS AND OPPORTUNITIES

Positive forecast for mass and beauty and personal care thanks to the end of the pandemic

Less anxiety related to COVID-19 and high level of maturity will curb growth of hygiene products

Mass baby and child-specific products to show higher growth thanks to unit price increases

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DISCLAIMER

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