

Fragrances in Italy

May 2023

Table of Contents

Fragrances in Italy - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Fragrances benefits from the end of the health emergency and a hedonistic and accessible luxury positioning

lconic fragrances show the highest growth

Number of new launches increases, but remains below pre-pandemic levels

PROSPECTS AND OPPORTUNITIES

Fragrances' connection with social lives and emotional wellbeing will sustain growth

Consumers looking for price deals favour e-commerce and health and personal care stores

Genderless and green waves to increasingly influence fragrances

CATEGORY DATA

Table 1 - Sales of Fragrances by Category: Value 2017-2022

Table 2 - Sales of Fragrances by Category: % Value Growth 2017-2022

Table 3 - NBO Company Shares of Fragrances: % Value 2018-2022

Table 4 - LBN Brand Shares of Fragrances: % Value 2019-2022

Table 5 - LBN Brand Shares of Premium Men's Fragrances: % Value 2019-2022

Table 6 - LBN Brand Shares of Premium Women's Fragrances: % Value 2019-2022

Table 7 - Forecast Sales of Fragrances by Category: Value 2022-2027

Table 8 - Forecast Sales of Fragrances by Category: % Value Growth 2022-2027

Beauty and Personal Care in Italy - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

The high rate of inflation and economic uncertainty linked to the war in Ukraine leads Italians to trade down and focus on essential products

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 9 - Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 10 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 11 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 12 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 13 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 14 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 15 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 16 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 17 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 18 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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