

Beauty and Personal Care in Italy

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Sustainability is the key word, while baby and child-specific sun care drives growth

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Kiko Milano confirms its leadership

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L'Oréal remains the largest player, though Procter & Gamble's Pantene is still the leading brand

PROSPECTS AND OPPORTUNITIES

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The growing popularity of beard and barber shops curbs growth of men's shaving

PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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Skin care enjoys growth in 2022, while the pharmacies channel is forced to adapt to retain consumers

General purpose products sustain growth of body care

The easing of restrictions benefits facial care, especially lip care and facial cleansers

PROSPECTS AND OPPORTUNITIES

Positive outlook for skin care, although demand may be curbed by consumers investing more in hair care and fragrances

Consumers will continue to look for high-performance facial care products

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Growing awareness of sun damage boosts demand for high sun protection factors

Sun care is increasingly hi-tech and environmentally friendly

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Sun care will continue to benefit from the improved pandemic situation

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Growth driven by premium fragrances and premium colour cosmetics, while premium skin care growth dampened by slowdown in performance of pharmacies

L'Oréal benefits from extensive brand portfolio in prestige and premium dermocosmetics segments

PROSPECTS AND OPPORTUNITIES

Premium beauty and personal care set to grow at a healthy pace

Salon professional hair care will continue to benefit from Italians' stronger focus on hair care

Fashion houses take control of their prestige beauty and launch their own divisions

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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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