Key Data Findings

2023 Developments
Oral care shows strong value growth on the back of high price increases
Sales of electric toothbrushes continue to be impacted by challenging economic conditions
Health-focused consumers prioritise quality in toothpaste and price in other categories

Prospects and Opportunities
Improving oral care routines set to drive volume growth in the coming years
Electric toothbrushes to recover and drive growth over the forecast period with a focus on innovation and new technology
Innovation expected to focus on preventative health and holistic beauty

Category Data
Table 1 - Sales of Oral Care by Category: Value 2018-2023
Table 2 - Sales of Oral Care by Category: % Value Growth 2018-2023
Table 3 - Sales of Toothbrushes by Category: Value 2018-2023
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Table 5 - Sales of Toothpaste by Type: % Value Breakdown 2019-2023
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Beauty and Personal Care in Italy - Industry Overview

Executive Summary
Beauty and personal care in 2023: The big picture
Italian consumers prioritise gratification in beauty and price in personal care
Competitive landscape
Retailing developments
What next for beauty and personal care?

Market Data
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Table 19 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 20 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
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Sources
Summary 1 - Research Sources
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