

Men's Grooming in Italy

May 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

The easing of restrictions linked to COVID-19 and unit price increases support men's grooming value growth

Record high temperatures in Italy benefit men's toiletries

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

PROSPECTS AND OPPORTUNITIES

Men's grooming set to benefit from the performance of men's fragrances and men's toiletries

Men's shaving set to continue to struggle

Men's fragrances will benefit from hedonistic positioning and consumers' more social lifestyles

CATEGORY DATA

Table 1 - Sales of Men's Grooming by Category: Value 2017-2022

Table 2 - Sales of Men's Grooming by Category: % Value Growth 2017-2022

Table 3 - Sales of Men's Razors and Blades by Type: % Value Breakdown 2019-2022

Table 4 - Sales of Men's Skin Care by Type: % Value Breakdown 2019-2022

Table 5 - NBO Company Shares of Men's Grooming: % Value 2018-2022

Table 6 - LBN Brand Shares of Men's Grooming: % Value 2019-2022

Table 7 - LBN Brand Shares of Men's Razors and Blades: % Value 2019-2022

Table 8 - Forecast Sales of Men's Grooming by Category: Value 2022-2027

Table 9 - Forecast Sales of Men's Grooming 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 10 - Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

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

Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022

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

Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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