

# Colour Cosmetics in Italy

May 2023

Table of Contents

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Colour cosmetics value sales getting closer to pre-pandemic levels thanks to the further easing of restrictions

Lip products and facial make-up rebound as face masks are no longer required

Kiko Milano confirms its leadership

#### PROSPECTS AND OPPORTUNITIES

Sales to return to pre-pandemic levels in the short term

Consumers will continue to favour simplified make-up routines and look for skin care properties

The “new normal” will boost demand for long-lasting make-up and self-expression, with sustainability remaining hot

#### CATEGORY DATA

Table 1 - Sales of Colour Cosmetics by Category: Value 2017-2022

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

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

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

Table 5 - LBN Brand Shares of Eye Make-up: % Value 2019-2022

Table 6 - LBN Brand Shares of Facial Make-up: % Value 2019-2022

Table 7 - LBN Brand Shares of Lip Products: % Value 2019-2022

Table 8 - LBN Brand Shares of Nail Products: % Value 2019-2022

Table 9 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2019-2022

Table 10 - Forecast Sales of Colour Cosmetics by Category: Value 2022-2027

Table 11 - Forecast Sales of Colour Cosmetics 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 12 - Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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### SOURCES

Summary 1 - Research Sources

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