

# Baby and Child-Specific Products in Italy

May 2023

Table of Contents

## Baby and Child-Specific Products in Italy - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Higher incidence of children's after-school activities and socialising leads to further sales recovery

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

Nivea Baby overtakes Johnson's Baby and Pampers to gain top spot

#### PROSPECTS AND OPPORTUNITIES

Volume sales set to follow long-term downward trend

E-commerce will continue to gain share, although it will slow down

Sustainability and convenience will remain key

#### CATEGORY DATA

Table 1 - Sales of Baby and Child-specific Products by Category: Value 2017-2022

Table 2 - Sales of Baby and Child-specific Products by Category: % Value Growth 2017-2022

Table 3 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2017-2022

Table 4 - NBO Company Shares of Baby and Child-specific Products: % Value 2018-2022

Table 5 - LBN Brand Shares of Baby and Child-specific Products: % Value 2019-2022

Table 6 - LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2019-2022

Table 7 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2019-2022

Table 8 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2019-2022

Table 9 - Forecast Sales of Baby and Child-specific Products by Category: Value 2022-2027

Table 10 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2022-2027

Table 11 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 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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