

Premium Beauty and Personal Care in Italy

May 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

The end of the health emergency allows premium beauty and personal care to return to pre-pandemic levels in 2022

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

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DISCLAIMER

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