

# Super Premium Beauty and Personal Care in Italy

December 2021

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## Super Premium Beauty and Personal Care in Italy - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

In spite of a modest rebound, demand remains subdued – particularly for colour cosmetics  
Acne products, anti-agers, moisturisers and face masks key drivers of demand for super premium skin care  
Beauty specialist retailers continue to lose ground to e-commerce

#### PROSPECTS AND OPPORTUNITIES

Recovery in demand will be sluggish, hampered by a lack of international tourists  
Super premium colour cosmetics will shift towards hybrid products  
Retail chains will grow their online sales

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