COSMETICS INDUSTRY: MANUFACTURE, MARKET AND FOREIGN TRADE

As is traditional, the preliminary data for the Italian cosmetics sector - divided into industry values, turnover and exports, and consumption values - will be presented at the fiftieth edition of Cosmoprof Bologna, which will run from 15 to 19 March 2018; the definitive data with any changes made in accordance with the figures used for the report will be presented on the occasion of the Cosmetica Italia General Assembly, which will be held on 21 June 2018.

The closing figures for 2017 demonstrate steady growth - a growth which has shown no sign of fluctuating trends since the crisis in 2008, with average rates that have always remained above those seen in other national consumer goods sectors. The domestic consumption of cosmetics for the year amounts to approximately 10.1 billion Euros, an increase of 1.7%: these figures exceed the pre-crisis values, serving to confirm the anti-cyclical nature of the Italian market and its indifference to negative economic conditions.

The evolution of new sales channels is expanding, as is that within traditional channels, prompted by new consumer tendencies, with buyers looking to find a balance between their financial resources and the need to take care of themselves. Consumers are still focused on more economical price categories and channels, as well as continuing purchases of premium products, progressively excluding the mid-price range. In some channels, the selective perfume shop channel in particular, a decline in volumes can be observed, offset by niche and high-priced purchase options.

The Italian industry, which is characterised by the diversity of its profiles, distribution and production, continues its steady growth, above all thanks to the historically positive trends seen in cosmetic exports, which exceeded 4.6 billion Euros (+ 8%) in 2017. This has served to facilitate the maintenance of consistent levels of turnover for Italian companies in the sector, as well as helping to increase these levels, in sync with a domestic market that is finally showing clear signs of recovery. Production values are thus growing, and are currently at just under 11 billion Euros, with a trend of 4.3%, consolidating the above-average hold of the cosmetics sector.

The industrial indicators identified by the association's Statistics Dept. confirm the health of the cosmetics industry, which is maintaining its focus on investments in research and innovation, and in measures to improve production capacity. Despite an economic and political scenario that remains uncertain, the structural resilience of Made in Italy cosmetics is also clear with regard to capital, as confirmed by the balance sheet analysis that has emerged in recent days, which demonstrates excellent financial and management values.

ITALIAN COSMETICS MARKET

+1.7%
change from 2016 to 2017

PRODUCTION OF COSMETICS IN 2017

10,95
billion Euros

EXPORT OF COSMETICS

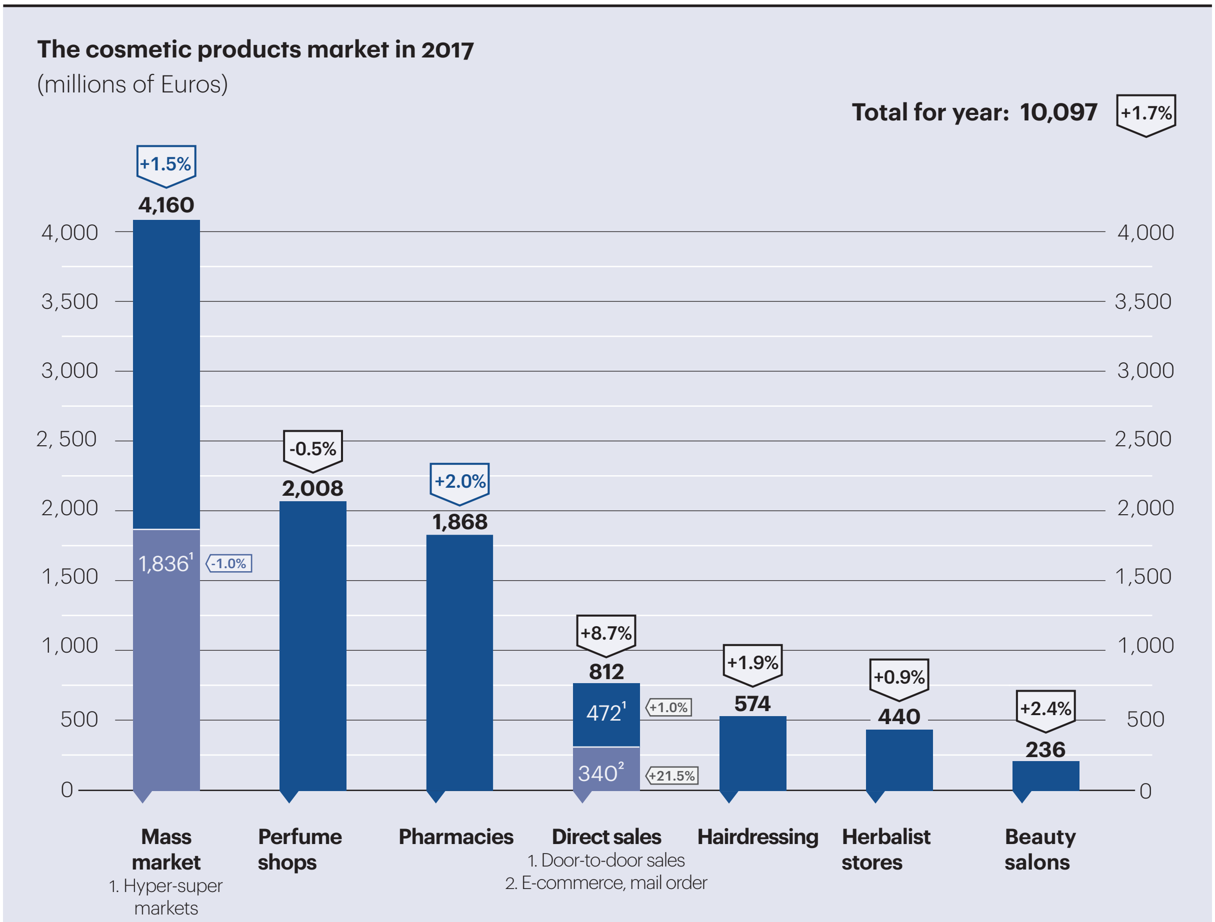
+8.0%
change from 2016 to 2017

CHANNEL TRENDS AND PERFORMANCE IN 2017

+2.4%
Beauty salons

-0.5%
Perfume shops

MARKET: THE CHANNELS



Single-brand, specialised channels and above all *online* sales have had a positive impact on the total value of cosmetics consumption in Italy in 2017, which totals around 10.1 billion Euros, a growth of 1.7% over the previous year. A satisfactory result, then, particularly considering the effects that the global crisis in the Autumn of 2008 has continued to have on purchasing propensity, with a significant influence on Italian consumers in the subsequent period. Cosmetics in Italy have become a daily consumption habit that buyers are not willing to give up, and this is the why the negative trends of recent years, together with the new consumption patterns, have served to generate new channels and new purchase options, which are in turn inevitably linked to innovative forms of digital communication and promotion.

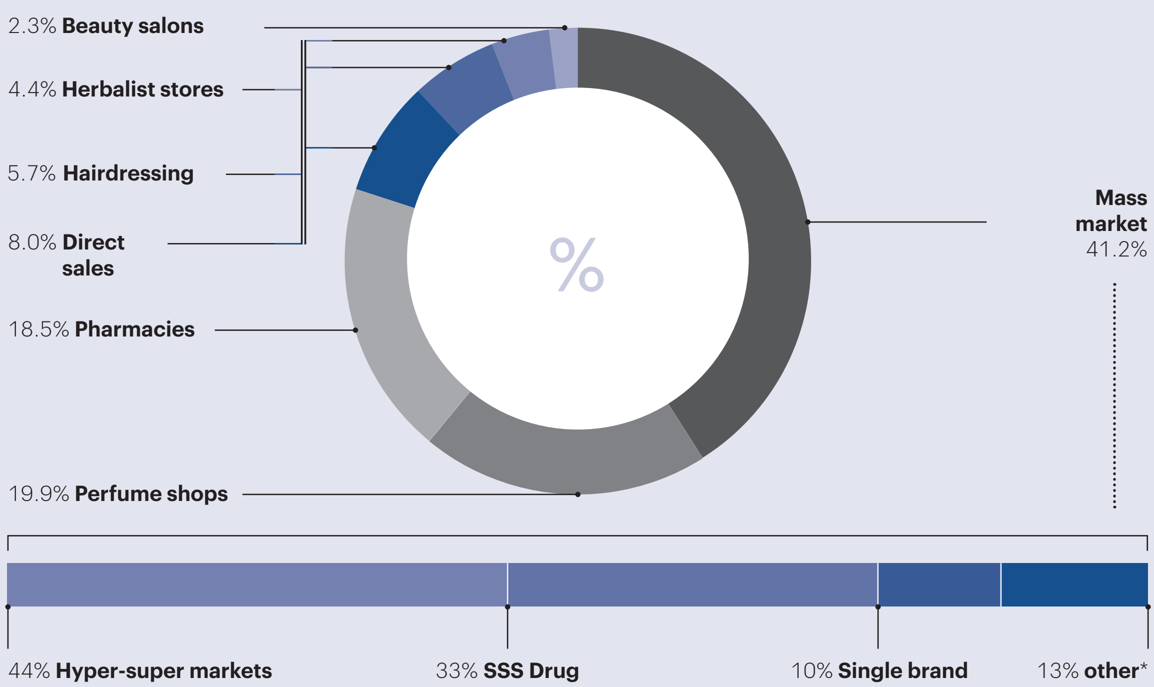
Sales of cosmetics in the **pharmacy** channel picked up significantly in the second half of 2017, closing with an increase of two percentage points, and a value of just under 1.9 billion Euros. The cosmetic products sold in this channel represent 18.5% of the total, a percentage that has been growing of late, buoyed up by the trust that consumers place in pharmacies as a retail outlet, particularly with regard to the levels of specialisation and attentive service typical of this channel. Pharmacies show more evidence than the other traditional channels of increased investment in cosmetic products and in the specialist training of sales staff, in addition to an increasingly close connection between companies and pharmacists, with synergistic investments in the identity of pharmacies as a retail outlet, in the positioning of this channel within the sector, and in customers.

Cosmetics sold in **herbalist stores** in 2017 also confirm the positive trend of recent years, although a slowdown in growth rates is evident with respect to the figures seen a few years back. At over 440 million Euros and with a growth of slightly less than one percentage point, the value of sales serves to confirm the staying power of this channel, which represents 4.4% of total consumption in Italy, thanks above all to the sales made by companies that own specialist single-brand products, against a backdrop of non-performing loans in the traditional herbalist store channel. More and more consumers are expressing an interest in the world of "natural and green" products, and are drawn to "naturally derived" cosmetics; this attention is distributed across other channels, where we are seeing an increase in the "**green**" products on offer. The value of this phenomenon, investigated as part of a specific survey, is greater than 1.1 billion Euros.

The only negative signs with regard to cosmetic consumption in 2017 are seen in the **perfume shop** channel, with a decline in sales values of half a percentage point, equal to 2.008 billion Euros, 19.9% of total consumption in Italy. This is the channel which has seen the largest decrease in volumes compared to values. Despite a range of support initiatives, with new product launches, stock reduction and dynamic pricing policies, the crisis continues for many independent retailers, increasing the dichotomy between the static nature of many traditional/local perfume shops and the successful dynamics of the organised chains or indeed of smaller distribution companies, who have shown their skill in capitalising on the concepts of niche products and exclusivity, with new distribution strategies and investments in the selective identity of the channel.

In line with the trends seen in the last few years, **mass market** consumption covers more than 41% of the national cosmetics market, with a growth of 1.5% in 2017, and a value approaching 4.2 billion Euros. The profound transformation of strategies in order to adapt to new purchase options has given rise to some very uneven trends across the various types of sales and distribution outlets, even though in general, the companies dedicated to this channel have directed significant investments into this area, seeking to optimise price positioning. The gap that has been created between the sales of cosmetics in traditional supermarkets and hypermarkets (which have dropped by more than one percentage point) and sales in specialised stores, also referred to as "home-toiletry" outlets (with an increase of more than

Weight of distribution channels in 2017



*the "other" category includes: Self services, Discount, Traditional

6%) has become increasingly evident. However, the growth and the dynamic impact of new single-brand stores has not slowed, with a growth of 3.5%.

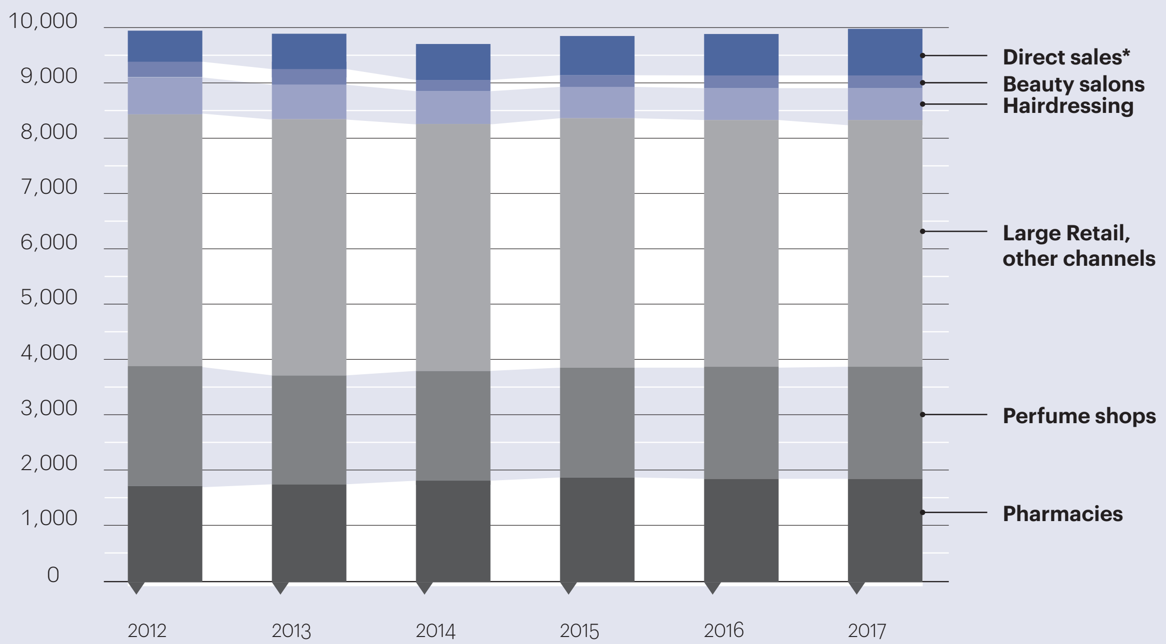
In 2017, **direct sales** (both door-to-door and mail-order), which account for more than 8% of total cosmetics consumption, continue to score more positive trends than other channels, mainly due to the impact of online sales: indeed, the growth figures have reached 9 percentage points, with a sales volume of more than 810 million Euros at year-end. Lately, partly as a result of a number of difficulties suffered by several operators, a slowdown in door-to-door sales volumes has become apparent; during the years dominated by the crisis, this channel has echoed the changing needs of consumption more closely than traditional channels. But in recent years, ***online* sales** have been the real phenomenon - indeed, the results are being revised and adjusted in terms of statistics to reflect the strong growth of this channel, to the tune of around 320 million Euros at the end of 2017.

For the last few years, the use and sale of cosmetics in **professional channels** has begun to recover. The rise in the number of people visiting these channels, and the corresponding increase in consumption, is driving the new trends, thanks to a general overhaul of the products and services offered in salons and to new types of wellness services available, with a value of just over 800 million Euros, 8% of total consumption.

In **beauty salons**, consumption has shown a promising recovery of 2.4%, for a value of 236 million Euros. In the recent past, the beauty channel has suffered more than others from an inability to reshape its identity, to meet consumer expectations that are increasingly oriented towards the improvement of the services offered, of the skills of those who deliver these and of the environment in which these services are provided: these are the levers upon which companies and professionals have been focusing their recovery.

Similarly, consumption trends in **hairdressing salons** were positive, with an increase of two percentage points and a value of nearly 580 million Euros. The companies dedicated to this channel are directing significant investments into this category, with a particular focus on training, improvement, modernisation and sales and promotion techniques. Many professionals have succeeded in reacting dynamically to the new developments in marketing, offering strategies for segmentation with regard to both services and treatments.

Historical consumption trends
millions of Euros



*of which online

MARKET: THE PRODUCTS

As is the case every year, the Cosmetica Italia Statistics and Business Culture Dept. provides a detailed analysis of consumption by product family and by the various related subgroups, cross-referencing the data collected by the various research institutes with figures from historical databases and with the analyses derived from internal statistics, which are continuously updated for each sales channel.

The trends registered in 2016 with regard to the excellent performance of products for face care and lips are confirmed, and continued throughout 2017, with a drop in consumption of products for hair care and ranges for men; this reflects changes in consumption routines, eliciting greater commitment in terms of quality, perceived service and innovation from the industry.

So-called functional claims connected to products and the lack of channel focus with regard to purchasing and communications are the key conditions that influence the business strategies implemented in order to deal with the new dynamics of consumption.

Products for face care

Products dedicated to skincare represent 17% of total Italian cosmetics consumption, and accordingly, this is the main consumption group, with a value of 1.435 billion Euros and a healthy growth of 2.7 percentage points. As a result, the recovery trend for this area continues, as has been the case in the previous two years. 2017 brought a positive trend for the pharmacy channel and for new mass market distribution formulas, while sales in perfume shops and large stores such as supermarkets and hypermarkets suffered a decline.

On analysing the performance trends for individual products, we can see that the only decline is in the face and eye detergents and make-up removers sub-category(-0.8%, 170 million Euros). However, this is offset by the excellent performance of masks and exfoliants (+ 21.9% with a value of 62 million Euros) and products for the periocular area and specific zones (+ 7.2%, with a value of 138 million Euros). Anti-ageing and anti-wrinkle creams have also demonstrated good growth, with a value of 632 million Euros (+ 2.3%). Pharmacies have succeeded in pulling the results for this product family up too, with nearly 36% of consumption concentrated on products for face care.

Significant recovery in the professional channels

Make-up: the product line that drives the industry

Products for body care

In 2017, the body care segment was the second consumption group in terms of Italian purchasing habits, covering 16.6% of total sales with a value of 1.405 billion Euros, marking a positive trend over 2016 of just over two percentage points. Compared to the decline seen in 2015, this recovery is characterised within the various different product sub-categories, above all with regard to multi-purpose creams, which are now valued at 80 million Euros (+ 7.0%), and sunscreens and pigmenting products, with a value of 372 million Euros, up 6.9%.

The negative trend in consumption of anti-cellulite products continues (-5.1%, for 74 million Euros), and this applies to firming agents, specific zone and anti-ageing products too (-0.4% and 65.2 million Euros). Meanwhile, the consumption trends for deodorants and antiperspirants have been reversed with regard to those seen in the previous year, with a growth of nearly one percentage point (476 million Euros). The mass market channel, which represents almost 60% of total consumption in this category, has recorded a positive trend of almost 3 percentage points.

Personal cleansing

The family of products dedicated to personal hygiene and similar product types has recorded a flat-rate growth, following the decline in this area in 2016: the decrease in consumption across multiple sub-categories is offset by the slight growth in bath and shower-foam products (+ 0.8%), which hold significant weight in terms of value. Products for intimate hygiene, talcs and powders and soaps and syndets are all down, by 0.9%, 0.7% and 1.8% respectively.

PRODUCTS FOR HAIR CARE

In addition to resale products and products used in the salon, products for hair and scalp care sold in consumer channels have also suffered a decline: as in the previous year, sales of these products dropped again in 2017 (-0.9%) for a value of around 1.01 billion Euros.

In terms of value, the above occupy fourth place in this product family, representing 11.9% of sales in traditional channels, more than two-thirds of which are in mass market outlets, 18% in pharmacies and 4% in perfume shops.

Shampoos, with sales worth 446 million Euros, closed 2017 with a flat-rate growth; a decline can also be seen across other sub-categories such as dyes and coloured mousses (-1.2%), the second family in terms of value at 212 million Euros, and consumption is also down when it comes to hair sprays (-4.8%), fixers and structuring mousses and gels (-5.0), waters and gums (-2.6). The only subcategory to record positive results during the period is post-shampoo treatments, balsams and masks, with 141 million Euros, up 1.2%.

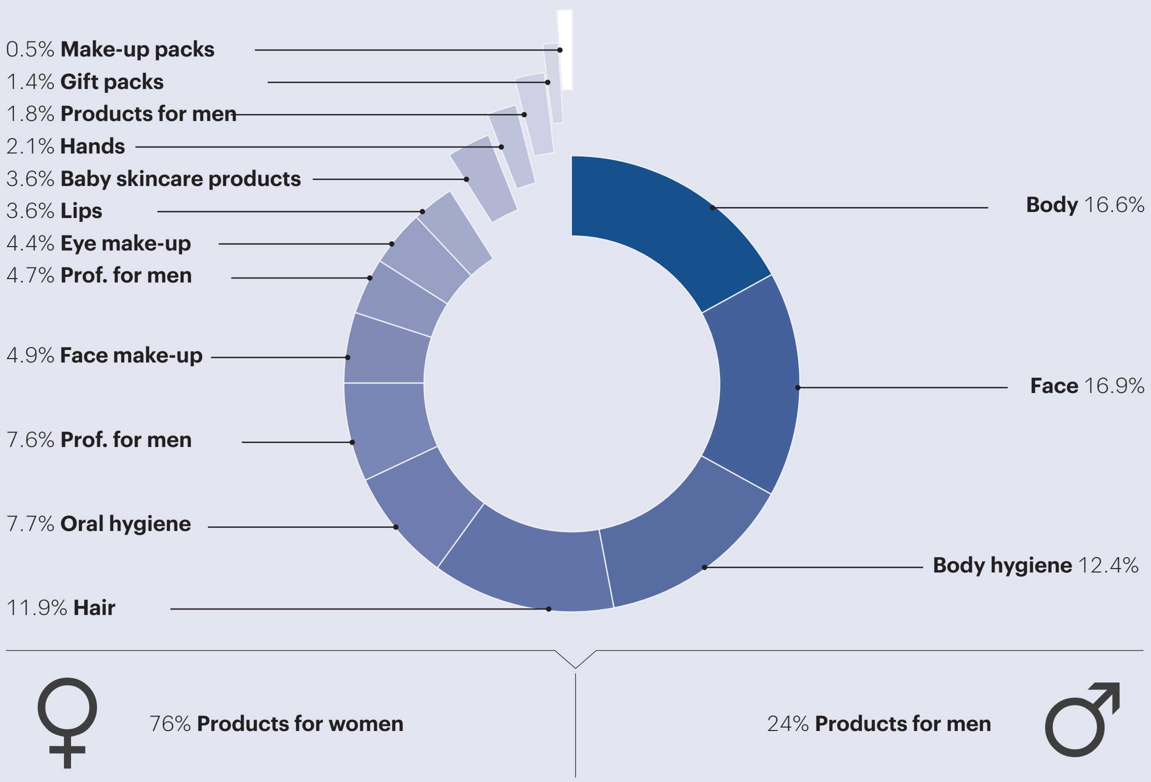
ALCOHOL-BASED PERFUME PRODUCTS

Meanwhile, consumption trends for women's and men's fragrances are at odds with one another, at + 0.8% and -1.1% respectively; the total value of this family is more than 1.037 billion Euros. The new dynamics within the leading sales channel, perfume shops, have had a decisive effect, with a decline of 2.2%. The negative trend in super and hypermarket distribution is of equal importance, with a drop in consumption of 5.1% compared to 2016, testament to trade policies that are focused on diversifying the product offering to cover the face care and make-up categories.

MAKE-UP

In 2017, make-up products demonstrated a positive trend, maintaining the positive performance of this category over the last five years, thanks mainly to the mass presence of single-brand distribution points and corners. Product families performing well include face make-up, + 1.5%, make-up packs, + 1.9%, and eye make-up (+ 1.7%), with the lip make-up subcategory also enjoying an excellent recovery (+ 7.2%). Meanwhile, however, the hand make-up category has suffered, with the exception of creams, gels, lotions and nail products.

Composition of the cosmetics market in 2017

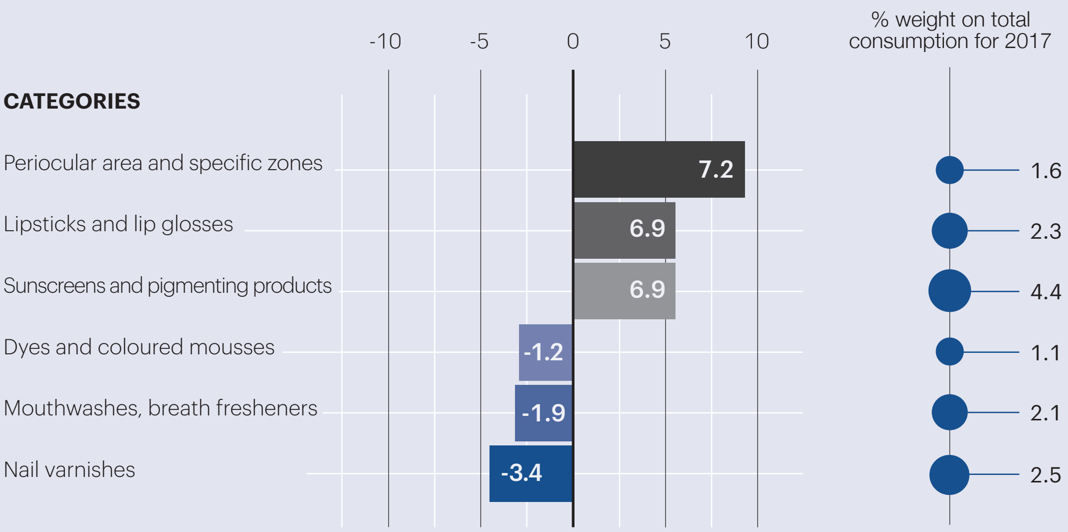


COMPARISON OF TRENDS

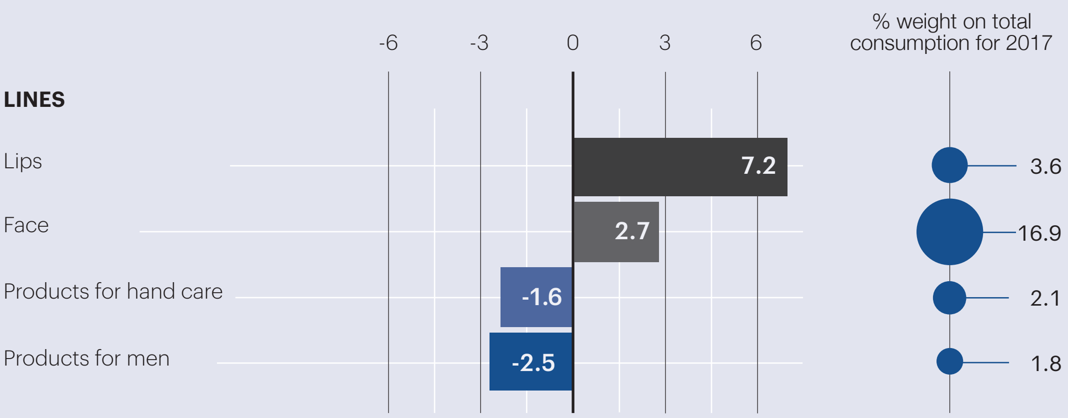
An analysis of both positive and negative trends across the various product families and individual products enables use to highlight the clearest phenomena gleaned from the data for 2017. The most significant trends in terms of growth were recorded by products for the periocular area and specific zones (+ 7.2%), lipsticks and lip glosses (+ 6.9%) and sunscreens and pigmenting products (+ 6.9%). Nail varnishes (-3.4%), mouthwashes and breath fresheners (-1.9%) and dyes and coloured mousses (-1.2%) were all hit by negative trends.

Clearly, the redistribution of purchasing options and consumer habits has a significant effect on these trends, demonstrating once again the focus on service within beauty and hairdressing salons, due to the improved sense of value that operators have succeeded in conveying..

Going up, going down



Percentage changes, '17/'16 values



Percentage changes, '17/'16 values

THE TURNOVER OF THE ITALIAN COSMETICS SUPPLY CHAIN

The global turnover of the cosmetics sector, or in other words, the production value thereof, totals *just under* 11 billion Euros in 2017, an increase of 4.3% over the previous year. With the exception of the perfume shop channel, sell-in values increased across all other domestic market channels, with particularly significant results from the professional channels. However, in terms of demand, it is still the foreign component that has had the greatest impact on the growth of production values: indeed, exports have grown by eight percentage points, for a value of 4.64 billion Euros. The steady growth of the balance of payments continues - even in the presence of growing imports, this totals nearly 2.6 billion Euros, marking yet another record for the sector.

An examination of the turnover trends for outlet channels confirms the recovery of the **professional channels** over the last few quarters, with positive (although somewhat precarious) trend: indeed, its sell-in value exceeds 680 million Euros, with a growth of two percent-

Evolution Cosmetics industry millions of Euros	FINAL 2015	FINAL 2016	CHANGE % 2016/15	PRELIMINARY 2017	CHANGE % 2017/16	FORECAST % 2018/17
Italian Market Turnover	**6,164**	**6,209**	**0.7**	**6,313**	**1.7**	**1.9**
Traditional channels	5,504	5,540	0.7	5,630	1.6	1.9
Professional channels	661	669	1.3	683	2.0	1.8
Export	**3,807**	**4,293**	**12.7**	**4,638**	**8.0**	**9.0**
Global turnover cosmetics sector	**9,971**	**10,502**	**5.3**	**10,950**	**4.3**	**5.0**

age points. The reformulation of the product offering and the promotional activities pursued by companies have combined to bring new energy to hairdressing and beauty salons, with increased consumer attendance within the channel and significant increases in resales too. The forecasts for 2018 anticipate further improvements, although there are still tensions in less dynamic, proactive salons in the face of new models of consumption. As far as the turnover of companies operating within **traditional channels** is concerned, a positive degree of growth was recorded (+ 1.6%); the production value for this area is in excess of 5.6 billion Euros. For some years, the Italian cosmetics market has borne testament to a process of clear change and evolution, with various distribution channels being remodulated: direct sales, e-commerce overall, and some specialised areas of mass market sales, are responding to changes in consumer attitudes, with significant growth trends. The only negative signals can be detected in the perfume shop sell-ins, particular in traditional or local stores; a further slowdown is also evident in large sales outlets and in some traditional herbalist stores.

The sustained recovery of cosmetic consumption at international level, in Asia and the Arab countries above all - in addition to the quality of the product offering - has enabled significant results to be achieved for Italian exports of cosmetics in 2017, often more dynamic than the growth in consumption in individual export countries, with clear signs of recovery in terms of penetration rates. The Italian cosmetics industry has reinforced its excellent reputation in the world, bolstered by the innovative formulas and the dynamics of the specialised services it offers. Italy's dedication to exports is also confirmed by the fact that for the very first time, the value of exports to non-European countries represents 60% of the total, testament to the increasingly well-structured international approach.

Studies of current trends highlight a series of phenomena that constitute the key challenge for the coming seasons, confirming the close attention paid by national companies to these phenomena, and to changes in the markets. This is the case when it comes to the production of so-called f **green products**, which has now reached 1 billion Euros, with growth of around five percentage points. Similarly, the phenomenon which regards the various new types of distribution, seamlessly integrated with new business strategies, must not be overlooked: from single-brand stores owned by brand companies to the increase in direct e-commerce sales and the new types of product offering from third parties, who now make more than 80% of their turnover in the international markets.

The success of the cosmetics industry is further explained by the nature of the complete supply chain that exists in Italy. indeed, for a number of years, the Statistics Dept. has been extending its analysis to the cosmetics supply chain, offering a balanced picture of the various phenomena that exist within the various links of this chain, both up and downstream. From the ingredients that go into the cosmetics to the machines used for production, the packaging and the finished product, a comprehensive overview of every element of the long Italian cosmetics supply chain is provided. The value of the total turnover of the supply chain - bearing in mind that some of the figures are still preliminary - is estimated at around 15.7 billion Euros in 2017, with an upwards trend of more than four percentage points, as confirmed by the forecasts for 2018, a year that should close with a positive growth rate of nearly 5%.

Structure of the cosmetics supply chain
millions of Euros

	INDUSTRY	RAW MATERIALS	MACHINERY	PACKAGING	SUPPLY CHAIN TOTAL
Turnover 2016 (% change 2016/15)	**10,510** (+5.0%)	**945** (+5.6%)	**271** (-9.7%)	**3,300** (+5.0%)	**15,026** (+5.0%)
Turnover 2017 (% change 2017/16)	**10,950** (+4.3%)	**992** (+5.0%)	**289** (+6.7%)	**3,432** (+4.0%)	**15,663** (+4.2%)
Forecast % 2018/17	+5.0%	+4.5%	+6.0%	+4.0%	+4.8%
Export 2017 (% change 2017/16)	**4,638** (+8.0%)	**325** (+3.1%)	**213** (+6.3%)	**1,782** (+8.0%)	**6,958** (+7.6%)
Export/turnover 2017	**42%**	**33%**	**74%**	**52%**	**44%**

THE KEY FACTORS

- awaiting recovery for packaging; growth of the domestic and European market
- production batches that remain low, with difficulties with regard to planning
- fragmentation of distribution
- investments in innovation (machinery) connected to the flexibility of plants/facilities
- orders subject to generalised growth

IMPORTS, EXPORTS

The exponential growth of exports of cosmetic products has led to a significant increase in the trade balance over the last twenty years, demonstrating the increasingly significant interest in *Made in Italy* cosmetics and thus strengthening the internal market shares of our brands in foreign markets.

The gap between exports and imports has thus widened, reaching a new record level of almost 2.6 billion Euros.

In 2017, exports performed excellently, growing by 8.0%, taking into consideration the values provided by ISTAT for January-November compared to the previous year, with a total projected value of around 4.64 billion Euros.

As already anticipated in the review of the economic situation in the second half of 2017, operators are once again showing interest in non-European countries, or in other words, in less widely exploited areas with a lower concentration of competitors, putting aside concerns linked to tensions in world politics and tackling niches that have previously been left partially or totally unexplored.

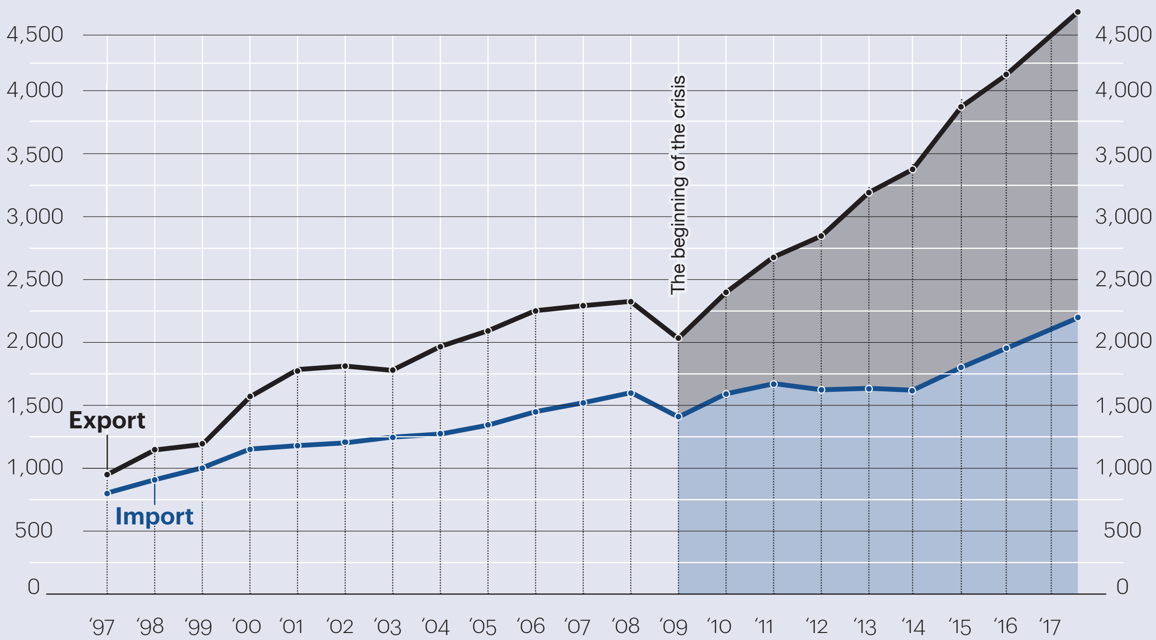
The top ten areas include France (+ 28.2%), the United States (+ 3.8%), Spain (+ 4.9%) and Hong Kong (+ 30.8%). Elsewhere, negative changes were recorded in Ger-

Cosmetics commercial balance
millions of Euros

	2013	2014	2015	2016	CHANGE % 2016/15	PRELIMINARY 2017	FORECAST % 2017/16
Import	1,639	1,680	1,810	1,981	+9.2	2,054	+3.7
Export	3,176	3,331	3,807	4,293	+12.7	4,638	+8.0

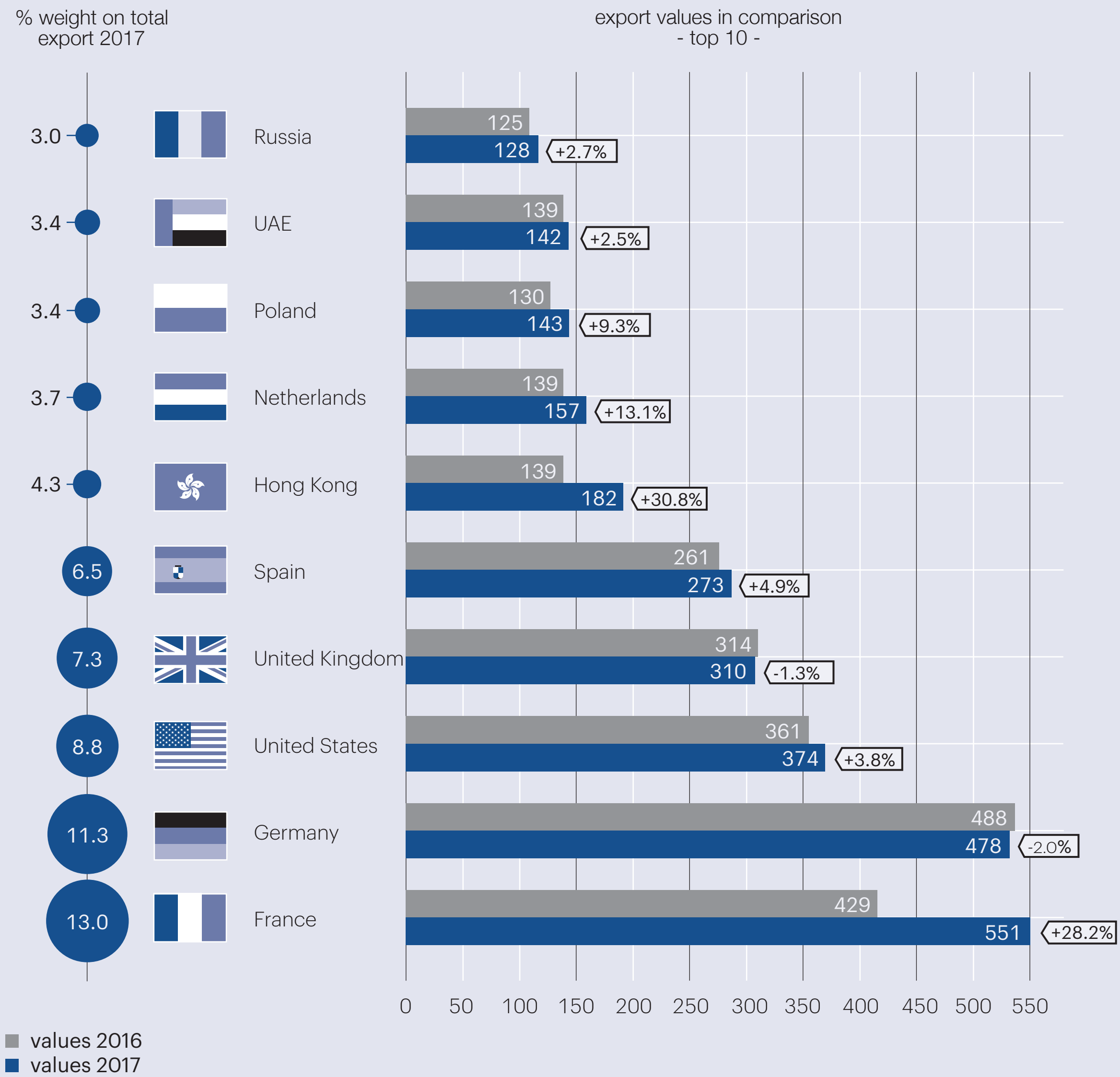
2,584
trade balance 2017

42.4%
export/turnover 2017



2013 values revalued by Istat
2017 closing forecast, applying January-November trends

Italian cosmetics industry exports in 2017 (January-November)



Source: compiled by the Cosmetica Italia Statistics Dept. on the basis of Istat data, values in millions of Euros. Period of reference January-November.

many (-2.0%) and the United Kingdom (-1.3%), although their positions in the ranking remain unchanged, while the United Arab Emirates and Russia have lost their place in the export destination ranking to the Netherlands (+ 13.1%) and Poland (+ 9.3%) respectively. If we extend this analysis to the top 20 countries, we can also observe positive trends in China (+ 49.5%), Romania (+ 22.6%) and the Czech Republic (+ 19.3%).

While imbalances at international level have served to partially remodulate the outlet markets, the expansion in terms of export destinations has remained unchanged. Indeed, as was the case in 2016, the concentration of shares in terms of total exports remains unchanged for the year that has just closed, with the top ten countries representing around 65% of the total value of all destinations for cosmetic products.

The ranking of the most widely-exported Italian product families in the world sees toilet waters and colognes in first place with more than 970 million Euros (+7.5%), followed by make-up products with 851 million (7.3%), and then products for body care, at 820 million Euros and a growth of 11.4%, and products for hair care, with a value of 808 million (+9.8%). The single best-seller is nailcare products, with more than 820 million Euros (+11.4%) while the best growth over the previous year was seen in eye make-up products, with a value of 182 million Euros (+34.0 %).

Consumption of cosmetic products in 2017
(millions of Euros and % change 2017/16)

	Pharmacies		Perfume shops		Large Retail, other channels		*of which Super-Hyper markets*		TOTAL	
1. HAIR AND SCALP CARE	**184.9**	**-0.3**	**38.4**	**-8.6**	**788.3**	**-0.7**	***386.4***	***-3.0***	**1,011.5**	**-0.9**
Shampoos	95.7	0.4	7.6	-7.8	342.5	0.1	*179.2*	*-1.7*	445.8	0.0
Lotions and shock treatments	53.2	-3.4	4.0	-6.6	9.7	-2.3	*5.2*	*-6.0*	66.9	-3.4
Dyes and coloured mousses	22.5	1.2	15.0	-8.4	174.2	-0.8	*75.9*	*-3.6*	211.7	-1.2
Hair sprays	0.6	-1.6	3.0	-12.0	65.0	-4.4	*31.0*	*-7.2*	68.6	-4.8
Post-shampoo treatments, balsams and masks	11.9	4.5	3.8	-5.7	125.5	1.1	*61.6*	*-1.5*	141.3	1.2
Fixers and structuring mousses	0.1	-6.3	2.2	-11.9	26.6	-4.3	*11.6*	*-7.7*	28.8	-5.0
Gels, waters and gums	0.9	19.6	2.8	-11.9	44.7	-2.4	*21.9*	*-5.2*	48.4	-2.6
2. PRODUCTS FOR FACE CARE	**515.6**	**3.3**	**409.2**	**2.0**	**510.3**	**2.8**	***172.4***	***-0.1***	**1,435.2**	**2.7**
Face and eye detergents and make-up removers	49.6	-0.1	36.2	-2.0	84.0	-0.7	*29.3*	*-4.4*	169.8	-0.8
Facial tissues	3.1	-0.7	4.8	2.0	56.7	0.4	*20.5*	*-1.8*	64.5	0.5
Toning lotions	6.2	-0.9	16.7	9.8	18.6	-0.5	*5.7*	*-3.1*	41.4	3.3
Periocular area and specific zones	50.6	14.5	63.9	3.1	23.2	4.3	*7.5*	*2.5*	137.7	7.2
Moisturising and nutrient creams	105.7	2.1	49.5	1.0	100.2	-0.8	*33.7*	*-3.3*	255.4	0.8
Anti-ageing and anti-wrinkle creams	225.5	2.3	212.3	0.9	193.8	3.9	*67.4*	*0.4*	631.6	2.3
Masks and exfoliant scrubs	12.1	9.1	21.4	18.9	28.4	30.8	*6.5*	*56.0*	61.9	21.9
Products for skin impurities	45.3	1.4	4.6	-12.8	1.4	18.9	*0.3*	*31.2*	51.2	0.4
Depigmenting products	17.6	7.0	-	-	4.1	0.4	*1.5*	*-0.3*	21.7	5.7
3. PRODUCTS FOR FACIAL MAKE-UP	**59.6**	**5.0**	**175.1**	**-2.5**	**180.9**	**4.5**	***18.0***	***1.0***	**415.6**	**1.5**
Foundations and coloured creams	31.6	8.0	101.9	-1.0	94.4	3.3	*9.5*	*-2.4*	227.9	2.0
Face powder	4.7	1.8	13.8	-4.2	24.1	3.6	*2.3*	*-2.5*	42.7	0.7
Cheek correctors, blushes and clays	23.3	1.8	59.4	-4.7	62.3	6.7	*6.2*	*8.3*	145.0	1.0
4. MAKE-UP PACKS	**0.1**	**-9.7**	**29.2**	**2.7**	**14.6**	**0.3**	***0.3***	***5.2***	**43.9**	**1.9**
5. PRODUCTS FOR EYE MAKE-UP	**32.6**	**9.9**	**128.8**	**-2.5**	**209.7**	**3.2**	***19.7***	***-3.7***	**371.1**	**1.7**
Shadows	4.6	7.4	22.8	-8.2	44.7	0.5	*1.4*	*-6.0*	72.2	-2.1
Mascaras	17.4	13.4	58.7	-0.2	83.5	4.4	*11.5*	*-0.9*	159.6	3.6
Liners and pencils	10.5	5.7	47.2	-2.4	81.5	3.5	*6.7*	*-7.6*	139.3	1.6
6. PRODUCTS FOR LIP CARE	**50.9**	**12.6**	**102.7**	**7.4**	**151.7**	**5.3**	***22.9***	***6.4***	**305.4**	**7.2**
Lipsticks and lip glosses	12.8	9.2	84.5	9.1	97.3	4.9	*5.7*	*3.7*	194.6	6.9
Liners and pencils	1.9	24.7	14.8	-2.1	18.8	3.7	*0.7*	*4.7*	35.5	2.1
Protections, colourless foundations and sun sticks	36.3	13.2	3.4	11.8	35.6	7.4	*16.4*	*7.4*	75.3	10.3
7. PRODUCTS FOR HAND CARE	**40.2**	**8.9**	**25.1**	**-15.0**	**108.6**	**-1.4**	***13.9***	***-11.4***	**173.9**	**-1.6**
Creams, gels, lotions and nail products	33.3	12.6	3.5	-12.8	18.5	-4.0	*2.2*	*-17.1*	55.4	4.6
Nail varnishes	5.6	-6.6	17.2	-15.5	73.7	0.2	*5.8*	*-12.8*	96.5	-3.4
Solvents and other products	1.3	-4.7	4.3	-14.8	16.3	-5.5	*5.9*	*-7.5*	22.0	-7.4

	Pharmacies		Perfume shops		Large Retail, other channels		*of which Super-Hyper markets*		TOTAL	
8. PRODUCTS FOR BODY CARE	**453.7**	**1.5**	**134.0**	**1.5**	**817.1**	**2.9**	***357.0***	***1.8***	**1,404.9**	**2.3**
Moisturisers, nutrients and exfoliant scrubs	84.1	-3.1	22.8	-3.6	117.6	1.3	*46.0*	*0.0*	224.5	-0.9
Multipurpose creams	43.7	11.5	5.5	13.6	30.8	0.3	*14.7*	*0.0*	80.0	7.0
Body waters and oils	17.5	2.6	8.4	13.6	5.1	-0.1	*1.8*	*-1.0*	31.0	4.9
Anti-cellulite products	43.9	-12.0	9.6	24.4	20.3	0.8	*8.3*	*0.0*	73.8	-5.1
Firming agents, specific zone and anti-ageing products	33.6	-1.4	10.6	-0.3	21.0	1.1	*7.4*	*0.0*	65.2	-0.4
Deodorants and antiperspirants	57.1	-3.3	15.3	-8.1	403.2	1.8	*178.1*	*0.1*	475.7	0.8
Hair removers	2.4	-15.8	6.4	13.6	74.5	3.5	*29.4*	*1.0*	83.2	3.6
Sunscreens and pigmenting products	171.4	8.3	55.5	-0.3	144.8	8.4	*71.4*	*8.8*	371.6	6.9
9. PRODUCTS FOR BODY HYGIENE	**273.5**	**0.3**	**26.6**	**-7.5**	**748.3**	**0.1**	***378.9***	***-0.9***	**1,048.4**	**0.0**
Soaps and syndets	39.0	0.7	3.2	-4.7	60.8	-3.2	*31.6*	*-3.1*	103.0	-1.8
Liquid soaps	14.2	-0.6	1.8	-3.0	158.8	0.1	*80.6*	*-0.8*	174.9	0.0
Bath and shower foams, salts, powders and oils	52.8	1.9	15.8	-10.2	355.6	1.2	*180.9*	*0.3*	424.2	0.8
Talcs and powders	3.0	-5.1	2.8	-2.1	23.5	0.0	*6.7*	*-2.1*	29.2	-0.7
Products for foot hygiene	18.6	3.6	0.9	-3.5	15.2	2.6	*8.0*	*0.2*	34.8	3.0
Products for intimate hygiene	145.9	-0.5	2.1	-2.5	134.3	-1.4	*71.2*	*-3.2*	282.4	-0.9
10. PRODUCTS FOR ORAL HYGIENE	**141.8**	**-2.2**	**4.4**	**0.1**	**505.7**	**-0.4**	***300.0***	***-1.2***	**651.9**	**-0.8**
Toothpastes	65.1	-2.0	4.0	0.1	402.2	-0.1	*237.1*	*-1.0*	471.3	-0.3
Mouthwashes, breath fresheners	76.7	-2.3	0.4	0.3	103.5	-1.6	*62.9*	*-2.2*	180.6	-1.9
11. SKIN CLEANSING PRODUCTS FOR INFANTS	**87.6**	**-3.4**	**4.7**	**0.1**	**214.7**	**1.0**	***96.4***	***-2.1***	**307.0**	**-0.3**
12. PRODUCTS FOR MEN	**10.3**	**-4.7**	**37.5**	**-2.5**	**106.6**	**-2.4**	***47.9***	***-4.7***	**154.3**	**-2.5**
Soaps, shaving foams and gels	3.6	0.7	5.4	-3.0	56.2	-1.1	*27.9*	*-3.1*	65.2	-1.1
After shave products	3.3	-9.1	10.0	-2.7	39.2	-3.9	*15.1*	*-6.8*	52.5	-4.0
Treatment creams	3.3	-5.5	22.1	-2.2	11.2	-3.3	*4.9*	*-6.9*	36.6	-2.9
13. ALCOHOL-BASED PERFUME PRODUCTS	**17.4**	**47.9**	**790.1**	**-2.2**	**229.6**	**6.0**	***17.1***	***-5.1***	**1,037.1**	**0.1**
Toilet waters, perfume and extracts for women	16.2	45.1	502.8	-1.6	121.0	6.9	*8.3*	*-5.8*	640.0	0.8
Toilet waters and perfume for men	1.2	99.6	287.3	-3.4	108.6	5.0	*8.8*	*-4.4*	397.1	-1.1
14. GIFT PACKS	-	-	**102.0**	**4.3**	**13.1**	**0.8**	***5.3***	***0.8***	**115.1**	**3.9**
Gift packs for women	-	-	63.3	7.1	5.5	0.8	*2.2*	*0.8*	68.7	6.6
Gift packs for men	-	-	38.8	-0.1	7.6	0.7	*3.1*	*0.7*	46.4	0.0
Total traditional channels	**1,868.2**	**2.0**	**2,007.8**	**-0.5**	**4,599.3**	**1.4**	***1,836.3***	***-1.0***	**8,475.3**	**1.1**
Door-to-door sales									**471.7**	**1.0**
E-commerce* and mail order sales									**339.9**	**21.5**
Sales to beauty salons and centres									**235.8**	**2.4**
Professional hairdressing									**573.9**	**1.9**
TOTAL CONSUMPTION									**10,096.6**	**1.7**

Note: the values provided are approximate to one decimal place, and as such, the partial totals for the various rows and columns may not be exact

*the mail order sales database has been expanded to include e-commerce sales
(230 million Euros in 2016, 170 million Euros in 2015, 110 million Euros in 2014)

Imports

	Quantity (tons)			Value (thousands of Euros)		
	Nov-16	Nov-17	% change	Nov-16	Nov-17	% change
Shampoos	46,505	44,086	-5.2%	86,886	89,216	2.7%
Hair preparations	481	325	-32.4%	2,898	2,441	-15.8%
Hair sprays	1,403	976	-30.5%	6,873	5,025	-26.9%
Hair lotions and other products for hair care	29,580	29,730	0.5%	121,879	126,063	3.4%
Powders and compact powders	1,672	1,385	-17.1%	67,451	69,810	3.5%
Creams and other products	2,514	2,187	-13.0%	112,634	108,397	-3.8%
Lip make-up products	3,813	3,303	-13.4%	63,638	60,430	-5.0%
Eye make-up products	1,325	1,405	6.0%	29,230	37,774	29.2%
Nailcare products	50,837	50,975	0.3%	608,124	658,901	8.3%
Toilet soaps	9,713	10,014	3.1%	59,718	60,936	2.0%
Bath preparations	15,591	13,753	-11.8%	34,860	23,532	-32.5%
Body deodorants	26,666	24,633	-7.6%	55,738	51,261	-8.0%
Toothpastes	29,637	29,430	-0.7%	89,766	90,108	0.4%
Other preparations for oral hygiene	11,092	8,452	-23.8%	37,102	33,942	-8.5%
Shaving, pre-shave and after shave products	8,588	14,338	66.9%	19,673	22,907	16.4%
Perfumes and eau de parfum	10,687	11,534	7.9%	171,742	178,773	4.1%
Toilet waters and eau de cologne	10,455	9,423	-9.9%	235,181	237,810	1.1%
Other perfume and toiletry products	5,598	10,045	79.4%	39,247	53,313	35.8%
TOTAL	**266,161**	**265,993**	**-0.1%**	**1,842,642**	**1,910,638**	**3.7%**

Imports - macro-categories

	Quantity (tons)			Value (thousands of Euros)		
	Nov-16	Nov-17	% change	Nov-16	Nov-17	% change
Products for hair care	77,969	75,117	-3.7%	218,536	222,745	1.9%
Products for make-up	9,325	8,280	-11.2%	272,954	276,411	1.3%
Products for body care	50,837	50,975	0.3%	608,124	658,901	8.3%
Personal cleansing	51,971	48,399	-6.9%	150,317	135,729	-9.7%
Oral hygiene	40,729	37,882	-7.0%	126,868	124,050	-2.2%
Products for men	8,588	14,338	66.9%	19,673	22,907	16.4%
Alcohol-based perfume products	21,143	20,957	-0.9%	406,922	416,583	2.4%
Other products	5,598	10,045	79.4%	39,247	53,313	35.8%
TOTAL	**266,161**	**265,993**	**-0.1%**	**1,842,642**	**1,910,638**	**3.7%**

Exports

	Quantity (tons)			Value (thousands of Euros)		
	Nov-16	Nov-17	% change	Nov-16	Nov-17	% change
Shampoos	92,180	99,050	7.5%	178,757	214,692	20.1%
Hair preparations	1,395	1,737	24.5%	6,505	8,278	27.3%
Hair sprays	7,939	6,244	-21.4%	23,670	19,372	-18.2%
Hair lotions and other products for hair care	106,161	116,443	9.7%	526,803	565,363	7.3%
Powders and compact powders	4,446	5,715	28.5%	232,137	239,727	3.3%
Creams and other products	10,087	10,077	-0.1%	379,182	384,622	1.4%
Lip make-up products	3,549	2,896	-18.4%	45,954	44,694	-2.7%
Eye make-up products	4,832	6,454	33.6%	135,870	182,086	34.0%
Nailcare products	47,812	50,862	6.4%	736,693	820,324	11.4%
Toilet soaps	18,216	21,044	15.5%	94,899	109,289	15.2%
Bath preparations	46,461	106,254	128.7%	80,265	148,108	84.5%
Body deodorants	140,429	79,963	-43.1%	218,489	160,443	-26.6%
Toothpastes	5,276	5,732	8.6%	45,830	52,464	14.5%
Other preparations for oral hygiene	74,061	75,298	1.7%	132,926	142,614	7.3%
Shaving, pre-shave and after shave products	12,942	11,583	-10.5%	41,045	44,342	8.0%
Perfumes and eau de parfum	9,788	12,642	29.2%	300,532	345,490	15.0%
Toilet waters and eau de cologne	21,949	24,680	12.4%	604,319	626,915	3.7%
Other perfume and toiletry products	25,455	23,420	-8.0%	136,096	125,561	-7.7%
TOTAL	**632,979**	**660,093**	**4.3%**	**3,919,972**	**4,234,386**	**8.0%**

Exports – macro-categories

	Quantity (tons)			Value (thousands of Euros)		
	Nov-16	Nov-17	% change	Nov-16	Nov-17	% change
Products for hair care	207,675	223,474	7.6%	735,735	807,705	9.8%
Products for make-up	22,914	25,141	9.7%	793,142	851,130	7.3%
Products for body care	47,812	50,862	6.4%	736,693	820,324	11.4%
Personal cleansing	205,106	207,261	1.1%	393,654	417,840	6.1%
Oral hygiene	79,338	81,030	2.1%	178,756	195,079	9.1%
Products for men	12,942	11,583	-10.5%	41,045	44,342	8.0%
Alcohol-based perfume products	31,738	37,322	17.6%	904,851	972,405	7.5%
Other products	25,455	23,420	-8.0%	136,096	125,561	-7.7%
TOTAL	**632,979**	**660,093**	**4.3%**	**3,919,972**	**4,234,386**	**8.0%**

Source: compiled by the Cosmetica Italia Statistics Dept. on the basis of ISTAT data