Annual Report

56th analysis of the cosmetics industry and consumption in Italy in 2023

COSMETICA ITALIA
the personal care association

METHODOLOGY

In relation to production values, that is the global turnover of the cosmetic companies, the Research Unit used the values from the ISTAT panel but, above all, collected and reworked the figures from the financial statements of companies. The constant refining of these bases led to a significant increase in the value of sales, which was revised in previous years to allow comparability over time.

As far as market, distribution and product values are concerned, the Research Unit analysed and revised the data based on the categories of Cosmetica Italia, completing them with the Nielsen IQ, Circana, New Line, IQVIA, Human Highway, MeTMi and other surveys, integrating the databases with the references defined with the companies within the individual groups. The Research Unit processed the final data, allowing the comparison and remodulation of the historical bases and verified the congruity of the trends in light of the changes in the distribution channels.

Introduction

The 56th edition of the Annual Report, edited by the Research Unit and presented at the Members' Meeting on 24 June 2024, is the reference tool for industry and market statistics relating to the cosmetics world. Over time, the study has been supplemented with the investigation of sociological phenomena and trends related to the evolution of new patterns in purchasing and consumption of cosmetic products. The publication is a reference for the study of the evolution of the sector, but also an accredited source for institutions and stakeholders due to the consolidation of *public affairs* activities.
This edition of the Annual Report shows a partial stabilisation in the global economy, although geopolitical tensions and difficulties related to raw materials, both in terms of procurement and, consequently, price increases, make it difficult to estimate forecasts for the next two years.
Although the uncertain context still impacts global supply chains, the Italian cosmetics industry shows evidence of an integrated supply chain, from upstream to downstream, thanks to close and cohesive supply systems, with a prompt, albeit partial, absorption of the inflationary lever that has inevitably impacted Italians' spending power.
But it's not only integration and speed: in 2023, the cosmetics industry was characterised by a renewed ability to penetrate foreign markets, with production levels for export still growing at double-digit rates.

The values help to paint a picture of a more than positive scenario for 2023, partly thanks to modest price increases :

- production, which grew by 13.8%, exceeded €15.1 billion;
- exports, which account for 46% of production, went up by over 20%, with a figure exceeding €7 billion, confirming significant levels of competitiveness;
- the trade balance, which continues to grow significantly, reached a record value of €4.1 billion;
- The domestic market confirmed a very good consumption performance with +9.4% and recorded a value of more than €12.5 billion.

The focus of this publication, within the fourth chapter, is on advertising investments, with a particular focus on the digitisation processes – and not only in communication – which increasingly involve artificial intelligence.
To support the business of member companies, the Research Unit's activities related to predictive analysis and industrial and market macro-trends are being strengthened through the consolidation of partnerships with world-class research institutes.
Key challenges remain, and two in particular: the European Green Deal and the ecological and digital transition, which call on cosmetic companies to reconfirm their proactivity and adaptation to the new competitive environment. This comes as the cosmetics industry in Italy continues to cement its place as a strategic sector for the country's wealth, something that will continue in the years to come. The cosmetics industry continues to provide a product that is basic and indispensable for everyone: identity, its essential nature and the creation of shared value are key elements conveyed by the sector, including in relation to institutions.

June 2024

Benedetto Lavino
President, Cosmetica Italia

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1 Scenarios in the cosmetics industry

The Italian cosmetics industry underwent an important test in 2023 which involved the three foundations of the segment: chemicals, fashion and 'Made in Italy', i.e. cross-technical know-how in the sense of knowing how to balance several aspects of a single product.

As far as chemicals are concerned, the cornerstone is research and innovation, the main competitive asset of the cosmetics industry. In fact, in 2023, according to the economic surveys by the Research Unit, there was an average declaration of increased investment in research and development by one out of three companies, confirming the great focus on the supply of cosmetics through new mixes, despite increased production expenses due to both the cost of energy and raw materials.

The second factor, fashion, influences cosmetics, widening the scope from the essential and social role it plays, to the self-satisfaction of the wearer, to an increasingly sophisticated and trend-conscious consumer, despite the strong propensity of families to save, dictated by the inflationary effect that still weighs on the consumers' spending power. This aspect has accelerated through *cross-industry* collaborations focused on fashion and accessories, turning packaging into a true collector's item.

Lastly, products that are made in Italy represent a real competitive advantage in global markets, which are increasingly demanding and selective and therefore particularly receptive to distinctive identities. This is highlighted by the fact that exports have been growing continuously and in a non-cyclical manner for more than 20 years.

These winning combinations, capable of counteracting the national and international scenario characterised by geopolitical instability, difficulties in finding raw materials and the dual increase in production and transport costs, as well as interest rates at all-time highs, provided the foundations for 13.8% growth in total turnover recorded at the end of 2023, rising from €13.3 billion in 2022 to €15.1 billion in 2023. Projections to the end of 2024 suggest further growth of 10 percentage points with conservative estimates dictated by the uncertain global environment.

The trend was positively affected by exports, which grew by 20.2%, despite the fact that the pace of growth was also facilitated by higher prices, with a value of just over €7 billion, compared to the previous year's figure of €5.9 billion. The export figure is even more significant when compared to 2003: in the space of 20 years, the value has quadrupled and the share of total turnover has doubled from 23% to over 46%.

The reference scenario is complemented by the evaluation of three figures that describe the ecosystem in which the cosmetics industry is embedded more broadly: the value of the turnover of the cosmetics supply chain, the shared value created by the cosmetics industry in Italy and the value of the economic system of the cosmetics industry in Italy.

The first encompasses the cosmetics industry with the upstream supply chain, i.e., in addition to cosmetics companies, production and packaging machinery, packaging and raw materials, with a total turnover value of €20.2 billion. The shared value, i.e. the wealth generated by the supply chain, reached €28.5 billion in 2023, which is equivalent to 1.37% of Italy's GDP. The economic system comprises the upstream chain (raw materials, production machinery, packaging) plus final distribution, and amounts to a total turnover value of €38.7 billion.

The health of production levels benefits from the value of cosmetics purchases by Italians. In fact, by the end of 2023, the cosmetics market in Italy recorded growth of 9.4%, bringing the value to over €12.5 billion, with a further 8.4 percentage points forecast for 2024. Cross-cutting phenomena such as online sales and a natural and sustainable approach offer the latest distribution and product mixes that respond to ever-changing needs and demands.

Cosmetics industry turnover

Production values in € millions and % change

FORECASTS

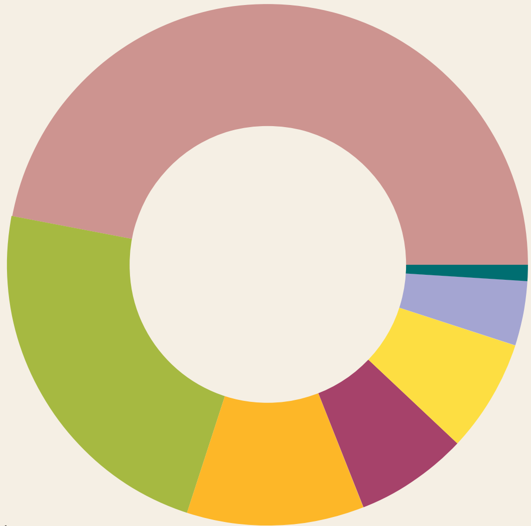
	2019	2022	2023	% change 2023/2022	% change 2023/2019	% change 2024/2023	% change 2025/2024
Turnover in Italy	**7,087**	**7,450**	**8,101**	**8.7 %**	**14.3 %**	**8.2 %**	**7.8 %**
Turnover generated in traditional and digital channels:	**6,284**	**6,731**	**7,348**	**9.2 %**	**16.9 %**	**8.7 %**	**8.2 %**
• of which in the mass market and other channels (*)	3,185	3,278	3,544	8.1 %	11.3 %	7.5 %	7.0 %
• of which in beauty stores	1,556	1,473	1,664	13.0 %	7.0 %	12.3 %	11.7 %
• of which in pharmacies	963	995	1,066	7.1 %	10.7 %	6.8 %	6.4 %
• of which e-commerce, door-to-door and mail order	581	986	1,075	9.1 %	85.2 %	8.6 %	8.2 %
Turnover generated in professional channels	**802**	**718**	**752**	**4.7 %**	**-6.2 %**	**4.1 %**	**3.8 %**
• of which hairdressing salons	588	546	571	4.6 %	-3.0 %	4.0 %	3.7 %
• of which beauty salons	214	172	181	5.2 %	-15.2 %	4.5 %	4.0 %
Export (Turnover abroad)	**4,985**	**5,850**	**7,041**	**20.2 %**	**41.3 %**	**12.0 %**	**10.5 %**
Total turnover of cosmetics industry	**12,071**	**13,309**	**15,142**	**13.8 %**	**25.4 %**	**10.0 %**	**9.1 %**

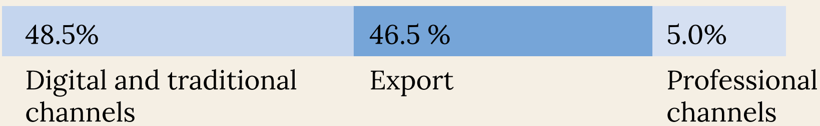
(*) includes herbalist stores and single-brand stores

Breakdown of sales for each destination channel

Values %

- Exports 46.5%
- **Mass market and other channels* 23.4%**
- Beauty stores 11.0%
- **Pharmacies 7.0%**
- Door-to-door, mail-order and e-commerce, 7.1%
- **Hairdressing salons 3.8%**
- Beauty salons 1.2%





(*) includes herbalist stores and single-brand stores

Key figures for the industry in 2023

Values in € billions

COSMETICS INDUSTRY TURNOVER €15.1 billion	**SHARED VALUE CREATED BY THE COSMETICS SYSTEM IN ITALY** €28.5 billion
TURNOVER OF THE COSMETICS SUPPLY CHAIN €20.2 billion	**VALUE OF THE COSMETICS ECONOMIC SYSTEM IN ITALY** €38.7 billion

The Italian territory

According to figures taken from ISTAT data, in 2023 the largest concentration of cosmetics companies continued to be in north-west of Italy with a geographical share close to 56%, a slight decrease compared to last year's percentage.
Lombardy was once again the region with the highest density of cosmetics companies, with more than 48%, followed by Emilia-Romagna with 11.2%, Veneto with 7.3%, and Tuscany with 6.2%.
In Calabria, Sardinia, Molise and Valle d'Aosta there were some industrial sites of marginal significance, while Trentino Alto-Adige's share of 1.1%, remains the smallest in the northern area. Although the values are not significant, small manufacturing companies started emerging in many regions, often associated with the local area and specific niche products, as in the case in Puglia and Campania.
The geographical distribution of the turnover of cosmetics companies in 2023 confirmed the strong concentration in Lombardy, which accounts for close to 67% of industry turnover, followed by Lazio with 8.1% and Emilia-Romagna with 6.1%. Veneto follows with 5%.
A large part of the concentration in Lombardy was due to subcontracting to numerous production facilities.
In this respect, the importance of subcontractors has particular implications for the geographical distribution of turnover.
Subcontractors generated a total turnover of close to €2,000 million (up by 9.1% compared to 2022), of which 75% was concentrated in Lombardy, that remained – with a value close to €1,490 million – the region with the highest production rate in the Italian industrial cosmetics system. The remaining companies were concentrated in the regions of Veneto, accounting for 6.9% of turnover, and Emilia Romagna, with 6.4%.

Geographical distribution of cosmetics companies in 2023

Values %

Abruzzo	0.4%	Molise	0.2%
Calabria	0.2%	Piedmont	5.9%
Campania	3.5%	Puglia	1.3%
Emilia-Romagna	11.2%	Sardinia	0.4%
Friuli-Venezia Giulia	1.8%	Sicily	0.5%
Lazio	5.1%	Tuscany	6.2%
Liguria	1.5%	Trentino-South Tyrol	1.1%
Lombardy	48.3%	Umbria	2.4%
Marche	2.9%	Veneto	7.3%

Top 3

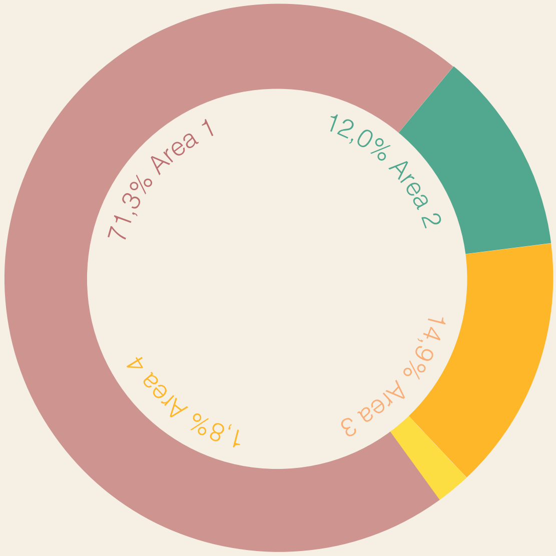
Lombardy	1
Emilia-Romagna	2
Veneto	3

Geographical distribution of the turnover of cosmetics companies in 2023

Values %

Liguria	0.2%
Lombardy	**66.6 %**
Piedmont	4.5%
Aosta Valley	**0.2%**

Abruzzo	0.1%
Calabria	**0.1%**
Campania	1.2%
Molise	**0.1%**
Puglia	0.1%
Sicily	**0.2%**



Emilia-Romagna	6.1%
Friuli-Venezia Giulia	**0.7%**
Trentino-South Tyrol	0.2%
Veneto	**5.0%**

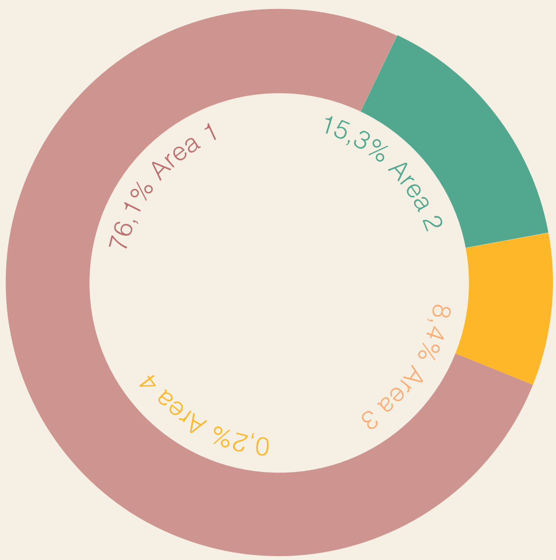
Lazio	8.1%
Marche	**1.1%**
Sardinia	0.1%
Tuscany	**4.7%**
Umbria	0.9%

Geographical distribution of the turnover of cosmetics subcontractors in 2023

Values %

Piedmont	0.7%
Lombardy	**75.4 %**
Liguria	0.1%

Abruzzo	0.1%
Campania	**0.1%**
Puglia	0.1%



Emilia-Romagna	6.4%
Friuli-Venezia Giulia	**1.6%**
Trentino-South Tyrol	0.4%
Veneto	**6.9%**

Lazio	1.7%
Marche	**4.1%**
Tuscany	2.3%
Umbria	**0.3%**

◯ Distribution channels

At the end of 2023, demand for cosmetics in Italy confirmed its robust health, registering a value of €12,530 million, growth of 9.4 percentage points compared to 2022, equating to an increase in the cosmetics market of more than €1,000 million on the previous year.
Despite economic and political constraints, with inflation impacting significantly, it is possible to forecast positive values at the end of 2024 of more than €13,500 million (+8.4%), thanks to the established habits of Italian consumers. And this is not just consolidation, but encompasses an omnichannel approach. In fact, the new normal sees a shift away from the fear of online being seen as a replacement channel for traditional distribution formulas: corporate strategies over a four-year period have confirmed the balance between two seemingly unrelated models that are now perceived as a single *touch point* between brand and consumer.
The rituals associated with cosmetics consumption, both online and offline, combined with new models of experience at the point of sale, is increasing consumer engagement with brands and their trust in and identification with the values communicated by companies. Corporate storytelling is indeed a strategic lever that plays a central role in strengthening communication on topics such as sustainability.
As will be discussed in more detail in Chapter 4 of this report, communication is also striking a balance between traditional means of engagement and newer approaches through digital and social platforms.
2023 saw growth of 9.7 percentage points for consumption in traditional and digital channels, driven mainly by beauty stores, online sales and herbal medicine: the first was generated by a gradual increase in list prices, the second by further confirmation of the double-digit success recorded for almost a decade now, and the third by a positive rebound after some years marked by a slight decline.
As already mentioned, the growth of online sales continues (+12.5%), representing the most dynamic channel and exceeding €1,100 million, with its statistical reporting base improving all the time.
Consumption in the herbalist channel, at over €420 million, grew by 12%, returning to pre-crisis growth dynamics.
Beauty stores performed very well (+14.2%), bringing the value of sales to over €2,530 million.
The recovery in the absolute value of professional channels is significant: there was a positive trend in hairdressing salons, +5%, with a consumption value of almost €590 million, and in beauty salons, +5.3% with a value of €207 million.
Price trends, closely linked to overall inflation in the country, influenced the uneven trends in overcoming the pandemic crisis; the beauty store channel reported the biggest change in prices among the various channels, +8.5%, due to reconfigurations and new products, while the alignment of other channels was more marginal.
Phenomena across distribution channels, such as the distribution of products with a natural and sustainable association, have had a strong impact on the cosmetics market in Italy, accounting for 25% of the total cosmetics consumption, i.e. more than €3,100 million.
Products related to this phenomenon, which have a higher average price than the average cosmetics market in Italy, suffered proportionally less from the inflationary effect: this explains more moderate growth dynamics compared to the overall trend (+7.6% compared to an overall cosmetics market growth of 9.4%), with consumers attracted more by sustainability-related claims than by those related to natural associations.

Total cosmetic products market in 2023

Values in € millions and % changes

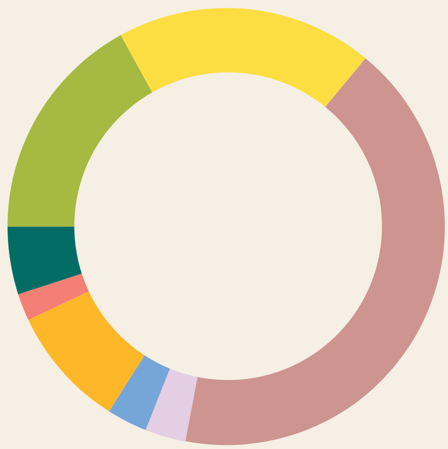
	2023	% change 2023/2022	% change 2023/2019	Forecasts % change 2024/2023	Forecasts % change 2025/2024
Mass market and other channels*	5,217	8.3 %	13.5 %	7.8 %	5.9 %
Beauty stores	2,532	14.2 %	21.0 %	11.4 %	8.6 %
Pharmacies	2,098	7.5 %	11.8 %	7.2 %	5.4 %
E-commerce	1,111	12.5 %	123.2 %	10.1 %	7.6 %
Hairdressing	589	5.0 %	0.6 %	5.5 %	4.1 %
Herbalist stores	423	12.0 %	-5.2 %	10.5 %	7.9 %
Direct sales: door-to-door and mail-order sales	352	1.1 %	-26.9 %	1.0 %	0.8 %
Beauty salons	207	5.3 %	-12.9 %	4.1 %	3.1 %
Market total	12,530	9.4 %	15.8 %	8.4 %	6.3 %

(*) includes single brand stores

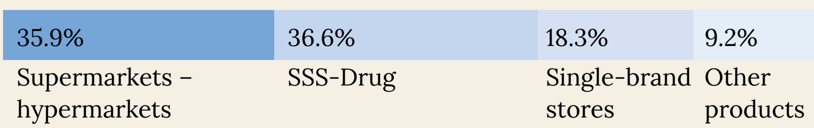
Breakdown of consumption by distribution channel in 2023

Values %

- **Mass market and other channels* 41.6%**
- **Beauty stores 20.2%**
- **Pharmacies 16.7%**
- **E-commerce 8.9%**
- **Hairdressing salons 4.7%**
- **Herbalist stores 3.4%**
- **Direct sales: door-to-door and mail-order sales 2.8%**
- **Beauty salons 1.6%**



Mass market retail and other channels



(*) includes single brand stores

Trends in distribution channels

% Changes 2023-2022

Channel	Consumption	Quantity	Prices
Mass market and other channels*	8.3	6.5	1.9
Beauty stores	14.2	6.1	8.5
Pharmacies	7.5	4.4	2.5
E-commerce	12.5	11.5	2.1
Direct sales: door-to-door and mail-order sales	1.1	0.3	1.0
Herbalist stores	12.0	5.3	6.7
Total traditional and digital channels	**9.7**	**6.3**	**3.6**
Hairdressing	5.0	2.8	2.4
Beauty salons	5.3	3.2	2.2
Total direct and professional channels	**5.1**	**2.9**	**2.3**
Market total	**9.4**	**6.1**	**3.5**

(*) includes single brand stores

Developments and forecasts in cosmetics consumption in the new normal

Values in € millions and % changes

						FORECASTS			
	2020	2021	% change 2021/2020	2022	% change 2022/2021	2023	% change 2023/2022	2024	% change 2024/2023
Traditional and digital channels	9,158	9,879	7.9%	10,702	8.3%	11,735	9.7%	12,742	8.6%
Professional channels	622	684	9.9%	757	10.7%	795	5.1%	836	5.1%
Italian cosmetics market	9,780	10,563	8.0	11,458	8.5%	12,530	9.4%	13,578	8.4%

◯ Pharmacies

Sales of cosmetics in the pharmacy channel showed a consolidation of the trend that has been in place since the pre-Covid period, with growth in 2023, compared to the previous year, of 7.5% leading to a value of almost €2,100 million. What is changing, compared to 2019, is the degree of specialisation, which at the end of 2023 was favouring facial and body care products, to the detriment of make-up products.
Hygiene-related products partially lost the market share gained during the long lockdown periods, despite a purchase value of more than €530 million, which was mainly driven by body care products (+4% between 2022 and 2023). Forecasts for 2024 show further growth in the channel of 7.2%, to €2,250 million, confirming the first signs in the new year of good sales volumes.
Cosmetics sold in pharmacies accounted for 16.7 % of the total market by value in 2023, a decrease on their 2019 share (8.5 % at the end of 2020). In fact, during the pandemic crisis, pharmacies were one of the facilitated channels for access to goods of primary importance, and in cross-selling strategies, cosmetics, hand gel and cosmetic skincare products boosted sales of medicinal products and the COVID testing service.
In regards to distribution structure, there was an increase in the density of chains, both real and virtual, with a concentration in numerical terms of 17% of all pharmacies in Italy, which recorded above-average performance, especially in Central-Northern Italy.

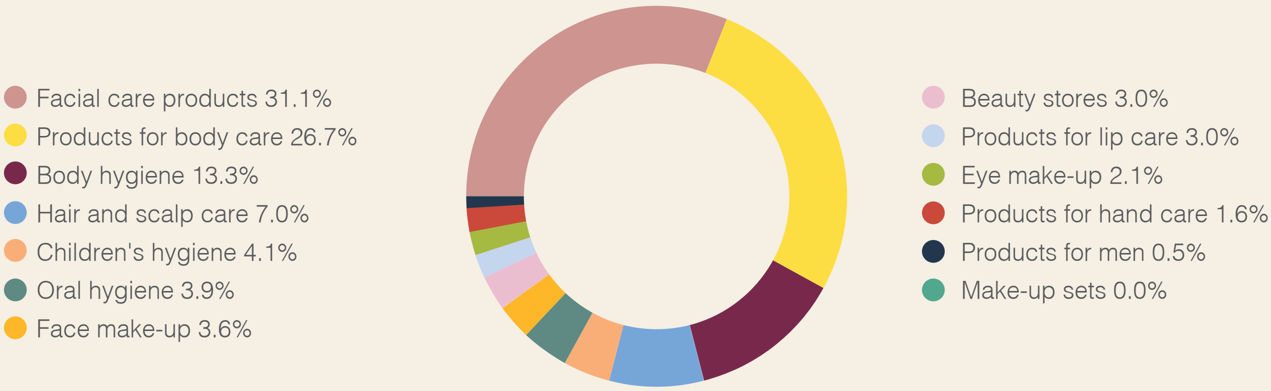
The multichannel nature of pharmacies is another element that has favoured growth dynamics: a higher concentration of sales emerged through online platforms, which increased from 3.4% in 2019 to 9.9% in just four years, at the expense of the inter-channel market share of traditional pharmacies, whose share over the same period decreased from 77.3% to 70.7%. In the new normal of refining the commercial direction of category management decisions, the offer was further focused on the skin care world. In fact, while a general reading of cosmetics market trends shows the return of market shares dedicated to make-up products and fragrances, in pharmacies the share of face and body care products remains stable.

Moreover, the sales composition for concessions and parapharmacies in IQVIA data highlighted some interesting points: in parapharmacies, sales of facial and body care products covered more than 58% of sales, while in concessions the composition was less concentrated (49%), while for hair care and oral hygiene the mass market concessions had a higher concentration than the parapharmacies. Beyond the pandemic-related changes, there is a clear recurring phenomenon in recent years –the strengthening of the cosmetics investment channel and the specialisation of sales personnel. In addition, an increasingly close relationship has developed between companies and pharmacists, which have worked together to invest in pharmacies' identity, positioning and customer focus, counteracting the inflationary effect which, on average, has been below 4%.

Recent findings from the Research Unit reveal significant communication developments in the dermocosmetics categories that, until a few years ago, were relegated to specific consumer segments. Firstly, anti-ageing, which has quickly embraced the theme of inclusivity by shifting the narrative from fighting the signs of ageing on the skin to enhancing the self through a healthy and natural image.
In addition, there are some distinctive characteristics of cosmetics consumption in pharmacies: the consumer is driven to choose pharmacies over beauty stores, but examples are already emerging of distribution models in which a functional and commercial crossover between the purely pharmaceutical area and more attractive areas dedicated to beauty products is emerging.

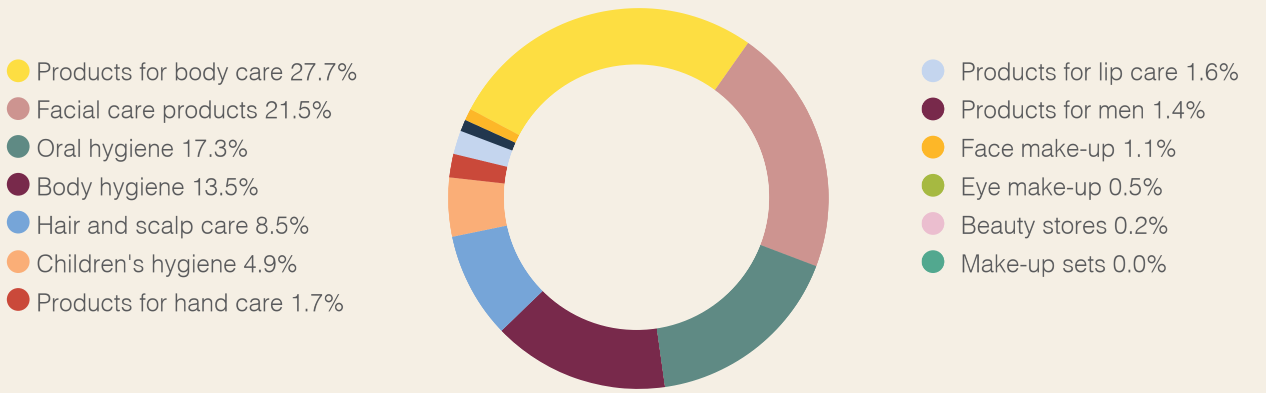
Percentage composition of sales in parapharmacies

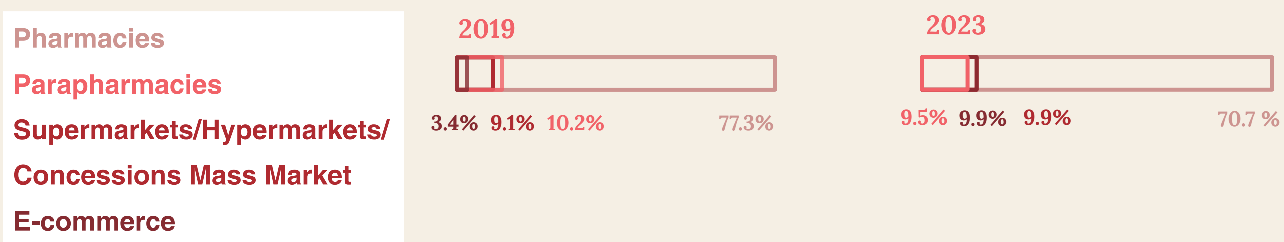
Values %



Percentage composition of sales in large retail concessions

Values %





Beauty stores

At the end of 2023, the beauty stores sector recorded strong growth of more than 14 percentage points to reach a value of more than €2,530 million, influenced by the more innovative dynamics at chain-owned sale outlets, as well as the inevitable rise in prices due to inflation.
The channel is undergoing a historic evolution that is bringing younger groups of consumers closer together. Highly selective products, on the surface accessible only to a high-spending target group, in fact also appeal in an experiential and narrative sense to Generation Z: they have different budgets but the same perception of fragrance as a psychological refuge that helps to affirm the self.
The elements that make for a positive in-store experience, according to a recent ESDB survey, are easy-to-find products and brand selection (display and category), trust and responsiveness to specific needs.
The online channel also plays a key role for beauty stores. In fact, beauty store brand digital storefronts and selective channel-specific vertical marketplaces are growing at more than 16%, contributing significantly to traditional retail demand growth through integrated omnichannel strategies.
The evolution of the online composition of purchases in e-retailers in the beauty store channel shows a return of share weighted towards perfumes, from 37% in 2019 to 44% by the end of 2023. There is a similar phenomenon for physical outlets: over four years, fragrances have increased their share from almost 41% to more than 43%.
The channel's forecasts for 2024 (+11.4%) and 2025 (+8.6%) are positive, with the value of consumption exceeding €3 billion, although the current reference scenario makes it difficult to confirm future consumption trends.
In the last two years, the selective channel recorded a trend which went against the price positioning strategies monitored on the mass market: the typical hourglass effect of the cosmetic product offering mix lies in intermediate bands, above all regarding skincare products.
In the breakdown of the beauty store offering, the comparison with other channels shows the importance of distributed products: while in terms of share, for example, the mass market reached 60% of value distributed with the first six products, the beauty store channel covered the same share with two items, perfumes and make-up. There is a similar situation for pharmacies, which covered the same share with two different product groups, skin care and body cleansing products.

Breakdown of online purchases in beauty store channel e-retailers in 2023

Source: NPD - Values %

	2019	2023	Percentage difference between 2023 and 2019
Total web retailer beauty store purchases	100.0%	100.0%	
Perfumes	37.3%	44.0%	6.7
Make-up	27.4%	23.0%	-4.4
Facial and body skin care	32.4%	25.8%	-6.6
Hair care	2.8%	7.2%	4.3

Mass market and other channels

The mass market channel recorded an increase of 8.3% in 2023, with the value of cosmetics consumption exceeding €5,200 million.
In 2023, the channel exceeded pre-pandemic values by more than 13%, benefiting from the transformation of consumer purchasing options. The considerable weight in terms of volume, just under 42% of the national market, required a strategic review of the positioning and marketing activities from companies specialising in the mass market. Indeed, considering consumption trends, it is important to observe the internal changes to different stores.
In fact, there are still significant differences in contexts, even though in general the companies dedicated to the channel have developed important investments in their ranges and have tried to optimise price positioning.
Fundamentally, a polarisation is emerging, not only in terms of price positioning, but also in terms of the degree of specialisation of space, rewarding breadth of range and responsiveness to specific consumer needs and occasions.
Over a period of four years, the role of the large stores, represented by hypermarkets and supermarkets, reversed in comparison to the specialised stores, also referred to as "home-toiletry" outlets (or “SSS-Drug” as some survey institutes classify them). While in 2019 the value share of the two channels was 46% and 42% respectively, at the end of 2023 the share was reversed with 43% for hypermarkets and supermarkets and 45% for "home-toiletry" outlets.
The growth and dynamism of the new single-brand stores, which grew by 8%, were confirmed, as were the excellent performances of self-service stores, which grew by 12.3%, and the more subdued dynamism of the discounters (+4.3%).
Although mixed trends are still observed in the various commercial outlets, the mass market in general is facing economic difficulties and pressure at various price points. This is despite its recognised ability to offer products that represent excellent value for money. The hourglass/polarisation phenomenon continued, consequently steering consumers towards niche products, as well as items offering a high price/quality ratio.
An analysis of large retail sales over the last four years confirms the transformation and development that have occurred within this channel, with an extremely diverse range of retailers, not just in terms of size. The total value of this category after separating out the value represented by herbalist stores and single-brand stores was just over €4,260 million in 2023 (compared to €3,726 million in 2019).
Analyses of performance by product sold in the different channels show that the most noticeable percentage growths were in cheek correctors, blushers, bronzing powders (+30.7%), lipsticks and lip glosses (+29%), deodorants and antiperspirants (+17.4%) in the SSS-Drug stores, fixers and structuring mousses (+22.6%), products for facial impurities (+17.8%), soaps and syndets (+14.7%) in hypermarkets and supermarkets, and body waters and oils (+68.6%), eye contour and specific areas (+44%) and body exfoliants (+31%) in discount stores.

Trends in consumption in mass market channels by type

% Changes

		% change 2023/2022	% change 2023/2019
Hypermarkets	retail outlet covering a sales surface greater than or equal to 2,500 m^2	7.2%	7.9%
Supermarkets	retail outlet covering a sales surface between 400 and 2,499 m^2		
Self-service	retail outlet covering a sales surface between 100 and 399 m^2	12.3%	-14.3%
Discount	retail outlet characterised by an unbranded inventory	4.3%	33.0%
Self Service Specialist Drug (SSS-Drug)	store which sells mainly household and toiletry products	9.8%	22.3 %
Single-brand stores	---	8.0%	9.3%

Large retail profiles and associated turnover of cosmetic products

Values in € millions and % changes

	Value 2019	share %	Value 2022	share %	Value 2023	share %	Change 2023/2022	Change 2023/2019
Hypermarkets + supermarkets	1,720	46.2%	1,731	44.0%	1,856	43.5 %	7.2%	7.9%
Self-service	190	5.1%	145	3.7%	163	3.8%	12.3%	-14.3%
Discount	234	6.3%	299	7.6%	312	7.3%	4.3	33.0%
SSS-Drug	1,581	42.4%	1,762	44.7%	1,934	45.4%	9.8%	22.3 %
Total – Italian drug stores	**3,726**	**100.0%**	**3,937**	**100.0%**	**4,265**	**100.0%**	**8.3%**	**8.3%**
Single-Brand stores*	872	19.0%	882	18.3%	953	18.3%	8.0%	9.3%
Total OTHERCHANNELS	**4,597**		**4,819**		**5,217**		**8.3%**	**13.5%**

(*) Cosmetica Italia Research Unit estimate

Analysis of best performance

% Changes 2023-2022

SSS-Drug	Cheek correctors, blushes and bronzing powders	30.7 %
	Lipsticks and lip glosses	29.0 %
	Deodorants and antiperspirants	17.4 %
Hypermarkets/ Supermarkets	Fixers and structuring mousses	22.6 %
	Products for facial impurities	17.8 %
	Soaps and syndets	14.7 %
Discount	Eye contour and specific areas	44.0 %
	Body waters and oils	68.6 %
	Body exfoliants	31.0 %

Herbalist stores

In 2023, consumption in herbalist stores showed a strong recovery (+12%), bringing cosmetics purchasing levels in the channel to €423 million, still slightly below the pre-crisis period. The growth dynamics are the result of a positive rebound following the almost flat periods in the tail end of the post-Covid period.

However, a much better picture emerges compared to the 2020 pandemic, along with the appeal of the modern formula, that enabled companies to partially remodulate their distribution and positioning strategies.

Sales in herbalist shops confirm the trend for selective consumption for those customers who prefer stores in which they are assisted and "advised"; consumers who gravitate towards herbalist shops do not take price or promotion into account – proof of loyalty to this well-rooted channel.

Recent analysis by the Research Unit has confirmed that products with a natural and sustainable connotation, for an estimated value of over €3,100 million, are sold in all channels that have now gone beyond the level of specialisation of herbalist stores of past years.

The channel has the opportunity, precisely because of its culture and experience, to spearhead of the natural and sustainable cosmetics phenomenon, which accounts for 25% of the total cosmetics market, while traditional herbalist shops currently cover only a small part (3.5%) of this segment.

Within this framework, herbalist shops, due to their history, specific experience and established image, have a strategic need to understand and adapt to this profound change in the market and the consumer. The consumer is now multi-channel and companies have adapted.

Hairdressing salons

Confirming the recovery already seen in 2022, 2023 also showed positive signs for hairdressing salons, which thus returned to their pre-Covid level (+0.6% change between 2019 and 2023) and recorded good growth dynamics in the last financial year. In fact, there was a positive change of 5 percentage points by the end of 2023, taking the value of consumption in the channel to almost €590 million.

Companies confirmed their investments in new product combinations, specific training and capillary and diversified distribution; while hairdressing salons, together with the supply chain, showed efforts to reinforce loyalty and remodel services, including with greater focus on resale, above all as a means to extend loyalty beyond the point of sale. In fact, it was the so-called bundle effect, both in terms of the service and the product offered, that contributed to the growth in salon turnover, through the integrated offer of several treatments per transaction.

Specifically, the average annual spend per client increased by 4% between 2022 and 2023 as a result of the increase in frequency and average salon visit. Growth was seen across all age groups, with the exception of the millennial segment, as the average annual spend per customer in the 54+ age group is more than double that of the 15-34 age group.

Despite a physical drop in footfall as a counter-reaction to the rising cost of living, colouring services were the least affected of all treatments by this decline. The limited decrease in turnover generated by colouring is due to the combined effect of the smaller decrease in volume compared to the other services, as well as the more sustained increase in the average price compared to cutting and styling. The even smaller contraction in the turnover generated by treatments is, however, solely determined by a significant increase in the average price.

Price charged for full head colour applied to medium length hair in 2023

(Online survey results)
Values %

up to €20	4.1 %
€21–€30	21.8 %
€31–€40	38.5 %
over €40	35.6 %

Price charged for perming and styling in 2023

(Online survey results)
Values %

up to €20	6.4 %
€21–€30	20.1 %
€31–€40	31.0 %
over €40	42.5%

Beauty salons

As in the case of the dynamic recovery of consumption values generated by services and resale in hairdressing salons, beauty salons also confirm the recovery of consumption of professional cosmetics, although unfortunately still far below pre-covid levels.
However, footfall and consumption increased in 2023, after the standstill due to the outbreak of the pandemic.
The 5.3% growth recorded in 2023 brings the value of demand to €207 million, accounting for around 1.6% of total consumption.
As in the hairdressing salons, the efforts of the training and development activities of beauty salons were fundamental, as well as the push towards innovation proposed by the companies, who focused on remodelling distribution and new areas of treatment and wellness; also key was the focus on new trends driven by consumers, increasingly selective in the quality of service received, the people providing the service and the place.
Footfall accelerated across the board on the services offered in the salon: the increase in demand is indicative of the evolution of the channel, with some concentration on the most advanced services in the area of facial and body treatments with equipment, while services related to make-up are declining.
The great diversification of services offered to consumers is significant, thanks to more modern treatments and services that are more engaging and increase footfall, such as dieting services, hair removal services and spa wellness programmes that offer a high level of experience and total well-being.
In fact, the phenomena of spas and wellness centres, whose dynamic approach tends to cover a large part of aesthetic/professional consumption, are evident. The issue of professional training and refresher courses for professionals, as necessary tools to meet the needs of clients, is not insignificant.

Size of Italian beauty salons

Source: Beauty Salons Survey, MeTMi 2024

Up to 50 m2 30.7% | 50 to 100 m2 39.% | 100 to 200 m2 22.0% | over 200 m2 7.5%

The number of employees in Italian beauty salons

Source: Beauty Salons Survey, MeTMi 2024

1 employee	22.6 %
2 employees	38.9 %
3 employees	23.6 %
4 to 6 employees	13.2 %
7 to 9 employees	1.1 %
10andmoreemployees	0.6 %

In-salon services

Source: Beauty Salons Survey, MeTMi 2024

	2022	2023	
Manual body treatments	94.6 %	94.6 %	consolidated services
Manual facial treatments	94.8 %	94.8 %	
Manicures	91.7 %	91.6 %	
Pedicures	90.0 %	89.7 %	
Body treatments using equipment	68.2 %	68.5 %	more modern services
Face treatments using equipment	66.3 %	66.6 %	
Make-up	66.7 %	66.1 %	
Hair removal using equipment (mechanical and laser)	58.4 %	58.7 %	
Nail reconstruction	46.3 %	46.5 %	
Tanning treatments	39.2 %	39.0 %	
Weight loss	38.0 %	38.6 %	more innovative services
Wellness programmes (spa)	15.3 %	15.3 %	
Other specific treatments	25.8 %	25.4 %	

Direct sales

In 2023, direct sales, both home and mail order, accounted for just under 3% of cosmetics consumption and, when analysing consumption trends across channels, show the smallest sign of growth, mainly due to the shift in demand towards much more innovative forms of distribution. The slow recovery in the channel led to a sales volume of over €352 million at the end of the year. In the last three years, partly due to COVID-19 and difficulties experienced by a few operators, the increase in sales volumes slowed down: more mature consumer segments turned to purchases online, as a form of compensation, which was nonetheless part of their consolidated beauty product purchase routines.

E-commerce

The double-digit growth of online sales was confirmed, with a highly positive trend in 2023. In fact, the growth recorded was 12.5 percentage points, which brought the sales volume over the psychological threshold of 1 billion.
The consolidation of new international sales platforms, vertical marketplaces and the development of initiatives by numerous players linked to traditional channels accelerated sales dynamics.
The Human Highway survey, in spring 2024, provided an interesting snapshot of online sales.
Trends in the share of online buyers for key cosmetics categories are significant: hair care has the highest density (16.1% share at the end of 2023) with good growth dynamics over the last six years, with half a percentage point more buyers, along with personal hygiene products, the second largest product group in terms of buyer share (15.6% share of online buyers at the end of 2023) and toothpastes and mouthwashes (14% share), which perform best in terms of average percentage change from 2017 to the end of 2023. Average growth in line with the other product families, on the other hand, was recorded by facial care products, the third largest category in terms of share of online buyers (15.5%), 0.2 percentage points higher than six years earlier. Growth was flat for alcohol-based perfume products, while there was a slight decline for products for facial make-up and hands.
The general attitude towards this type of shopping experience is also evolving: when reading about the characteristics of a perfect service, the focus shifts to speed of delivery and range, to the detriment of convenience, compared to 2019.

Purchase of cosmetic products online: comparison 2017-2023

Source: Human Highway, 2024

Values %

Categories	Share of online buyers	Average annual % points change 2017- 2023
Hair care products	16.1%	0.5%
Personal hygiene products	15.6%	0.6%
Facial care products	15.5 %	0.2%
Perfumes	15.3%	-
Body care products	14.3%	0.3%
Toothpastes and mouthwashes	14.0%	0.8%
Facial make-up products	12.2%	-0.1%
Styling products	10.3%	0.2%
Sun creams	9.4%	0.1%
Hand make-up products	8.6%	-0.3%
Hair-colouring products	7.5%	-

Cosmetics in Europe

The partnership with Statista, a consultancy and research company with a strong digital presence, has been renewed to enhance the European and international market statistics offered by Cosmetics Europe.
In 2023, Germany was confirmed as the consumption leader with €15.9 billion, followed by France with €13.7 billion. Third place for Italy with €12.5 billion while in fourth place, UK, if we consider Europe geographically, with €11 billion.
Spain came fifth, with a value close to €10.4 million.
The concentration index confirms that the top five countries cover about 60% of the European market, which totalled more than €95 billion in 2023, growing by 8.6 percentage points.
In the ranking of European cosmetics sales, products dedicated to facial and body skin care are in first place, 29% of the total, followed by products related to personal hygiene, which account for 24.1%. Europe remains among the leading players in world consumption, second only to the United States (€102.1 billion); in third place was China (€59 billion), followed by Brazil (€24.5 billion) and Japan with €21.9 billion.

A comparison of the biggest markets

Prepared by the Research Unit with data from Cosmetics Europe and Statista, 2023 consumption in € billions

USA	102.1
Europe	95.7
China	59.0
Brazil	24.5
Japan	21.9
Germany	15.9
France	13.7
India	12.5
Italy	12.5
Spain	10.4

Composition of European consumption by macro-category of cosmetics in 2023

Prepared by the Research Unit with data from Cosmetics Europe and Statista.
Values in € billions – retail prices

	Value	Weight in %
Facial and body care	**27.7**	**29.0%**
Personal cleansing	23.0	24.1%
Hair care	**16.9**	**17.6%**
Alcohol-based perfume products	1.4	16.1%
Make-up	**12.7**	**13.2%**
Total	**95.7**	**100.0%**

Cosmetics consumption in the main European countries in 2023

Prepared by the Research Unit with data from Cosmetics Europe and Statista.
Values in € billions – retail prices

	2023	% change 2023/2022
Germany	15.9	10.6%
France	13.7	6.3%
Italy	12.5	9.4%
Spain	10.4	12.1%
Poland	5.2	14.6%
Netherlands	3.4	8.5%
Sweden	2.4	1.7%
Other countries	32.2	
Total – EU	**95.7**	**8.6%**

Cosmetics consumption in the main European countries in 2023 by category

Prepared by the Research Unit with data from Cosmetics Europe and Statista.
Values in € billions – retail prices

	Facial and body care	Personal cleansing	Make-up	Hair care	Alcohol-based perfume products	Total
Germany	3.4	4.8	3.5	1.9	2.0	15.8
France	4.2	3.3	1.8	3.0	1.1	13.7
Italy	4.4	2.1	1.8	1.6	2.4	12.5
Spain	3.4	2.1	1.8	1.9	1.0	10.4
Poland	1.4	1.4	1.0	0.5	0.6	5.1
Netherlands	0.7	0.9	0.6	0.6	0.4	3.3
Sweden	0.7	0.4	0.4	0.2	0.5	2.4


2

2 Trends in cosmetics consumption

In 2023, the cosmetics market in Italy saw an acceleration of phenomena related to both the offer of new products and new distribution formulas, thanks to innovative engagement methods capable of intercepting the purchasing habits of Italians. The fluctuations recorded in the sale of cosmetics are the result of new purchasing and consumption routines that led to a value of €12,530 million with a growth of 9.4 percentage points compared to 2022. However, the global geopolitical crises, the slowdown in the availability of raw materials, as well as energy prices that have had a strong impact on the lives of Italian companies and households, suggest cautious projected estimates to year-end and 2025.
Regarding estimates, the cosmetics market is expected to close 2024 at +8.4%, with a growth curve most likely to be stable in 2025 as well, at +6.3%, to reach a value for cosmetics consumption of over €14,400 million in the next two years.
The consolidated reading of the cosmetic products maintains the historicity of the sub-categories analysed: new product mixes inevitably enter these categories, referring the emerging trends in the cosmetic supply in Italy and worldwide to qualitative analyses.

Breakdown of consumption by macro-categories – traditional channels in 2023

Figures in € millions and as a %

Facial care products	1,612.2	16.4%
Products for body care	1,490.5	15.1%
Alcohol-based perfume products	1,375.3	14.0%
Products for body hygiene	1,081.6	11.0%
Hair and scalp care	1,028.0	10.4%
Products for oral hygiene	732.5	7.4%
Products for facial make-up	644.3	6.5%
Eye make-up products	589.2	6.0%
Products for lip care	469.8	4.8%
Skin cleansing products for infants	242.1	2.5%
Products for hand care	219.2	2.2%
Gift sets	165.6	1.7%
Products for men	141.6	1.4%
Make-up sets	55.7	0.6%
Total traditional channels	**9,847.5**	**100.0%**

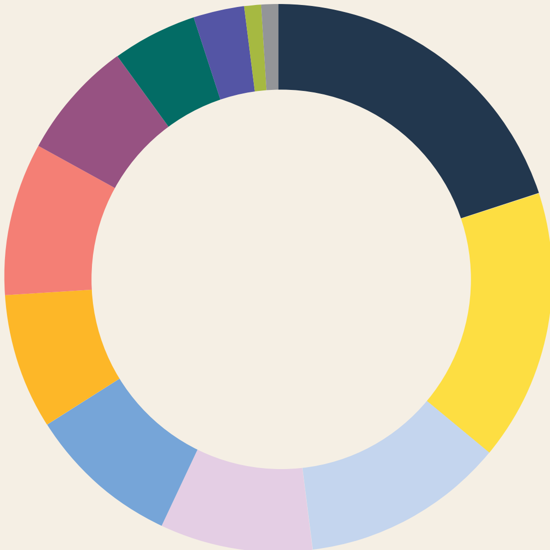
Total retail consumption of products – traditional channels in 2023

Figures in € millions and % changes

	Total	Pharmacies	Beauty stores	Large Retail and other channels	Total % changes	Pharmacies % changes	Beauty stores % change	Large Retail and other channels % changes
Total	**9,847.6**	**2097.7**	**2532.3**	**5217.5**	**9.6**	**7.5**	**14.2**	**8.3**
Facial care products	**1,612.2**	630.4	501.7	480.2	**9.5**	10.7	10.1	7.3
Products for body care	**1,490.5**	500.8	128.0	861.6	**8.7**	6.3	10.9	9.9
Alcohol-based perfume products	**1,375.3**	25.8	1094.9	254.5	**12.4**	17.6	13.9	5.9
Products for body hygiene	**1,081.6**	300.8	23.3	757.5	**5.7**	4.0	-9.4	7.0
Hair and scalp care	**1,028.0**	191.5	44.0	792.5	**7.3**	1.8	14.7	8.3
Products for oral hygiene	**732.5**	158.1	4.1	570.3	**9.8**	8.1	-2.2	10.4
Products for facial make-up	**644.3**	49.5	230.3	364.5	**20.0**	10.7	37.4	12.3
Eye make-up products	**589.2**	36.0	150.7	402.5	**7.8**	11.9	7.2	7.6
Products for lip care	**469.8**	77.1	103.9	288.8	**14.6**	21.9	23.2	10.1
Skin cleansing products for infants	**242.1**	74.6	4.6	162.8	**1.7**	1.4	0.2	1.9
Products for hand care	**219.2**	42.8	16.9	159.5	**4.0**	2.8	-4.6	5.3
Gift sets	**165.6**	1.2	149.9	14.5	**18.6**	4.8	20.6	1.9
Products for men	**141.6**	8.9	40.7	92.0	**4.7**	3.2	7.0	3.8
Make-up sets	**55.7**	0.2	39.1	16.3	**1.3**	15.5	0.0	4.3

Estimation composition of consumption of cosmetics products for women (75% of the total)

Values %

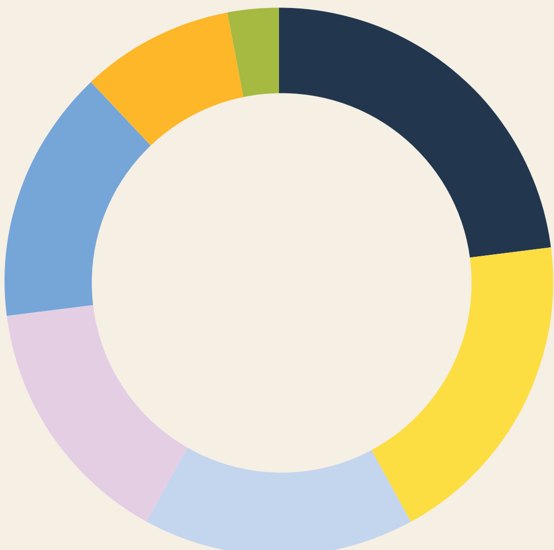


Facial care products	19.6 %
Products for body care	16.0 %
Alcohol-based perfume products	11.6 %
Hair and scalp care	9.5 %
Products for body hygiene	9.1 %
Eye make-up products	8.3 %
Face make-up products	9.0 %
Products for lip care	6.6 %
Products for oral hygiene	5.1 %
Products for hand care	3.1 %
Gift sets	1.3 %
Make-up sets	0.8 %

Estimation of the composition of consumption of cosmetic products for men (25% total)

Values %

Alcohol-based perfume products	23.5 %
Products for body hygiene	18.5 %
Products for oral hygiene	15.6 %
Hair and scalp care	15.0 %
Products for body care	15.0 %
Facial care products	9.3 %
Gift sets	3.0 %



◯ Hair and scalp care products

The consumption of hair care products in 2023 confirms a return to a balanced relationship between visits to salons and purchases through traditional channels, with a positive impact of 7.3 percentage points on the latter, equating to a value of €1,028 million.
Indeed, in the new post-Covid normality, we can also see a recovery in salon turnover due to a consolidation of footfall. Of strategic importance were colour services, which drove salon sales, as well as online resale and support activities, a sign of the reshaping of the offer to focus on the hairdresser's quality and advice, a service that is now integrated and has added value in the eyes of the consumer.
In terms of consumption through traditional channels, the positive signs in terms of value were mainly due to shampoos and conditioners, but in terms of dynamics it was due to the styling sector, which, after the strong contraction due to the pandemic, showed positive signs for the second year in a row, thanks to lacquers (€68 million with a 12.3% increase compared to 2022), gels, gums and waters (€47 million with a 11.3% increase compared to 2022) and fixers; structuring mousses topped the list with €31m, up 22.5%.
There was a slowdown in growth of dyes and coloured foams (€171 million and a positive change of 3.2 percentage points), which saw a confirmation of in-salon application.
Taking into account the two non-uniform sets of hair products sold through traditional channels and the service with resale in salons, there was a total value of more than €1,600 million, of which a little less than two thirds was generated by traditional use and a little more than one third by professional use, the latter including an average weight of resale in salon business of around 8.5% at the end of 2023.

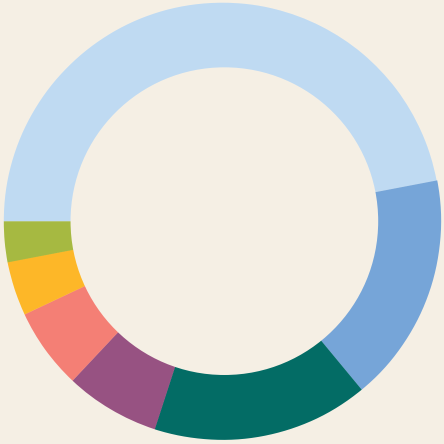
Hair and scalp care products

Figures in € millions and % changes

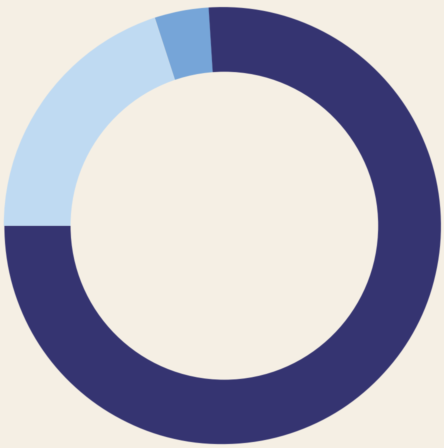
	Total	Pharmacies	Beauty stores	Large Retail and other channels	**Total % changes**	Pharmacies % changes	Beauty stores % change	Large Retail and other channels % changes
Total	**1,028**	**191.5**	**44.0**	**792.5**	**7.3**	**1.8**	**14.7**	**8.3**
Shampoos	**481.3**	103.8	11.8	365.7	**7.3**	2.8	19.2	8.4
Dyesandcolouredmousses	**170.8**	26.6	9.4	134.9	**3.2**	-6.0	2.0	5.4
Post-shampootreatments, balsams and masks	**161.5**	10.5	6.9	144.1	**6.9**	2.3	13.3	7.0
Lotions and shock treatments	**69.1**	49.9	9.0	10.2	**5.2**	4.5	20.0	-2.5
Hair sprays	**67.8**	0.2	3.3	64.3	**12.3**	-6.7	34.2	11.5
Gels, waters and gums	**46.9**	0.4	1.7	44.8	**11.3**	-4.2	11.5	11.5
Fixers and structuring mousses	**30.6**	0.1	2.0	28.5	**22.5**	-3.4	13.8	23.3

Percentage breakdown by category and sales channel for products for hair and scalp care

Values %



Shampoos	46.8 %
Dyes and coloured mousses	**16.6%**
Post-shampoo treatments, conditioners and masks	15.7%
Lotions and intensive treatments	**6.7%**
Hair sprays	6.6%
Gels, waters and gums	**4.6%**
Fixers and structuring mousses	3.0%



Mass market and other channels	77.1 %
Pharmacies	**18.6%**
Beauty stores	4.3%

Facial care products

Products dedicated to skincare represent 16.4% of total Italian cosmetics consumption, and accordingly, this is the main consumption group, with a value of €1,612 million, and good growth in consumption, equal to 9.5 percentage points. This product group, which is also among the most dynamic in terms of innovation and cross-fertilisation with related categories, confirms its ability to bring new items onto the market in response to increasingly specific skin needs.

The analysis by channel shows a cross-sectional contribution to growth from pharmacies (€630 million and +10.7%), beauty stores (over €500 million and +10.1%) and the mass market (€480 million and +7.3%). Cross-selling strategies, partly generated by dermatological and pharmacist advice, as well as mixing with the world of make-up products, explain the performance of facial skin care.

The main trend, after the so-called skinimalism during the post-crisis period by Covid, is the return of multifunctionals: speed of application and durability are the new normal in consumption habits.

Looking at the performance of individual products, there was strong growth in cleansing and make-up removal products for the face and eyes, up 14.8% to a value of over €191 million. This was followed by moisturising and nutrient creams, up 13.2% to almost €280 million, and exfoliating masks, up 10.7% to almost €84 million.

In terms of value, anti-ageing and anti-wrinkle creams are showing good momentum, growing by 6.9 percentage points over 2022, representing the leading sub-category in terms of value in this product group (€698m).

Although marginal by share of value in this category, depigmenting products performed very well (+11.7% to over €27 million).

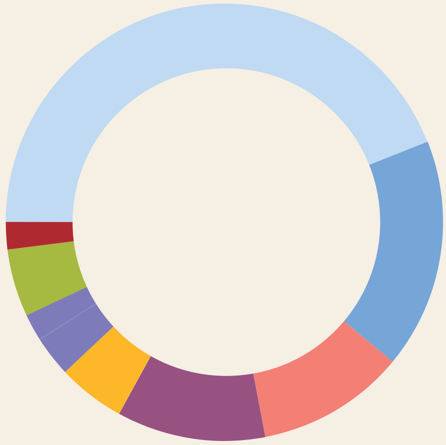
Facial care products

Figures in € millions and % changes

	Total	Pharmacies	Beauty stores	Large Retail and other channels	**Total % changes**	Pharmacies % changes	Beauty stores % change	Large Retail and other channels % changes
Total	**1,612.2**	**630.4**	**501.7**	**480.2**	**9.5**	**10.7**	**10.1**	**7.3**
Anti-ageing and anti-wrinkle creams (including lift effect treatments)	**698.3**	280.9	248.6	168.8	**6.9**	8.8	5.7	5.7
Moisturising and nutrient creams	**279.1**	114.1	68.6	96.4	**13.2**	13.2	19.3	9.3
Face and eye detergents and make-up removers	**191.3**	63.5	46.7	81.2	**14.8**	16.5	17.2	12.3
Eye contour and specific areas	**169.1**	61.0	76.1	32.0	**9.5**	11.6	7.7	10.1
Masks and exfoliant scrubs	**83.9**	17.1	23.3	43.5	**10.7**	23.7	8.4	7.4
Products for skin impurities	**71.1**	59.9	9.0	2.2	**8.3**	4.2	48.5	5.7
Facial tissues	**50.4**	3.7	7.6	39.1	**4.6**	15.3	22.4	0.8
Toning lotions	**41.7**	6.6	20.5	14.6	**10.6**	11.3	15.8	3.7
Depigmenting products	**27.4**	23.6	1.3	2.5	**11.7**	14.1	16.1	-8.2

Percentage breakdown by category and sales channel for products for face care

Values %



Anti-ageing and anti-wrinkle creams	43.3 %
Moisturising and nutrient creams	17.3%
Face and eye detergents and make-up removers	11.9%
Eye contour and specific areas	10.5%
Masks and exfoliant scrubs	5.2%
Products for skin impurities	4.4%
Facial tissues	3.1%
Toning lotions	2.6%
Depigmenting products	1.7%

Pharmacies	39.1%
Beauty stores	31.1%
Mass market and other channels	29.8 %

Products for facial make-up

The boom in this product group in the last two years continued, fully recovering its pre-Covid values. The mask effect is now a thing of the past and the focus is on a natural, even and illuminating make-up effect for the face, moving away from the contouring and matt effect of recent years.
In fact, the growth of +20% (worth €644 million) is the figure that best illustrates, at a social level, the attention paid to this category by Italian consumers. While the mask effect and facial care products may have changed the beauty routine of female consumers during the long period of lockdown, this is now a distant memory that has not stopped the evolution, especially at the distribution level, in the world of make-up products.
It is mainly channels such as beauty stores, especially organised in chains, single-brand stores and SSS.Drug stores that positively influence the dynamics of face make-up.
In the light of this still ongoing development, cheek correctors, blushes and bronzing powders show the strongest growth, at +31.2% to over €250 million; these are followed, in performance terms, by powders, +22.2% with a value, albeit marginal, of just over €77 million.
Foundations and coloured creams, which encompass several innovative product types that straddle the line between skincare and make-up, grew by almost 12 percentage points compared to 2022 to reach a value of €316 million. The claims associated with this latter sub-category encapsulate communication elements linked mainly to functionality, viewed both in terms of the product (hydration, nourishment, pro-age) and use (time and speed of application, longevity and ease of application).

Products for facial make-up

Figures in € millions and % changes

	Total	Pharmacies	Beauty stores	Large Retail and other channels	**Total % changes**	Pharma-cies % changes	Beauty stores % change	Large Retail and other channels % changes
Total	**644.3**	**49.5**	**230.3**	**364.5**	**20.0**	**10.7**	**37.4**	**12.3**
Foundations and coloured creams	**315.9**	29.1	104.5	182.3	**11.9**	10.7	13.6	11.2
Cheek correctors, blushes and bronzing powders	**251.3**	16.6	99.0	135.7	**31.2**	8.2	70.8	14.8
Face powder	**77.1**	3.8	26.7	46.6	**22.2**	23.4	52.4	9.7

Percentage breakdown by category and sales channel for products for facial make-up

Values %

Foundations and coloured creams	49.0%
Cheek correctors, blushes and bronzing powders	**39.0%**
Face powder	12.0%

Mass market and other channels	56.6%
Beauty stores	**35.7%**
Pharmacies	7.7%

Eye make-up products

In the large make-up aggregate, eye make-up products recorded very good growth dynamics at the end of 2023, second only to facial make-up products, following an up-and-down rebound.
In fact, overall, this product group increased by 7.8%, with positive impacts on all sub-categories: mascaras (+9.5%) reached a figure of €237 million euro, consolidating its share of value, which stood at over 40% of total sales of eye make-up. This product was followed by eyeliners and eye pencils, which accounted for over €221 million, recording a growth of 6%. Eye shadows also recorded a good performance €130 million), up 7.7% over 2022.
For almost a decade, the mass market has been the channel of choice for the sales of cosmetics dedicated to eye make-up which, accounting for €400 million (70% of the category's consumption), recorded an increase of 7.6%. This is followed by beauty stores (+7.2%) with €151 million. Pharmacy was marginal with +11.9% and €36 million or 6% of the share of the value of total consumption in the category.

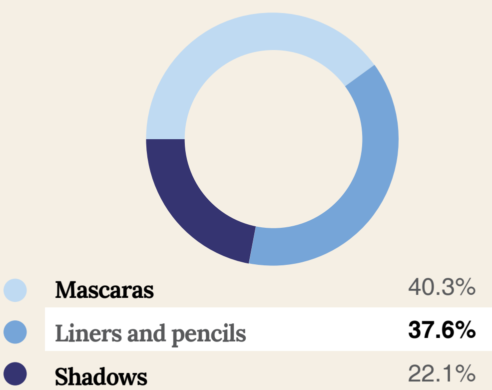
Eye make-up products

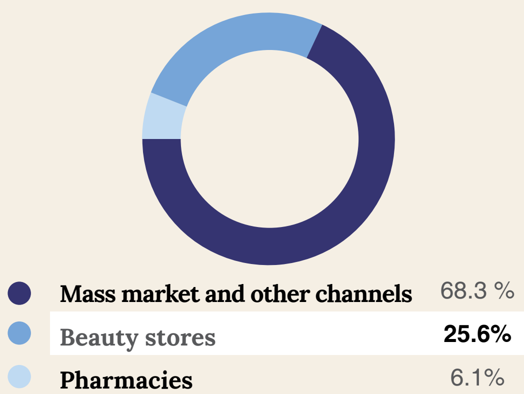
Figures in € millions and % changes

	Total	Pharmacies	Beauty stores	Large Retail and other channels	**Total % changes**	Pharmacies % changes	Beauty stores % change	Large Retail and other channels % changes
Total	**589.2**	**36.0**	**150.7**	**402.5**	**7.8**	**11.9**	**7.2**	**7.6**
Mascaras	**237.2**	19.4	71.2	146.6	**9.5**	12.5	11.2	8.4
Liners and pencils	**221.7**	12.9	51.3	157.5	**6.0**	12.1	3.1	6.5
Shadows	**130.3**	3.7	28.2	98.4	**7.7**	7.9	5.6	8.3

Percentage breakdown by category and sales channel for eye make-up products

Values %





Products for lip care

Sales of lip products recorded excellent growth dynamics at the end of 2023, within the macro-group of make-up products, with a growth of 14.6 percentage points and a value of almost €470 million.
The performance of the lead group in this sector, lipsticks and lip glosses (+15.8% to €313 million) and contours and pencils (+16% and a value of €59 million), was significant.
Sun creams, transparent bases and suncream sticks also recorded a strongly positive trend (+10.2%) reaching a consumption value over €97.7 million.
Analysing the sales channels, the best positive change in the market (+23.2%) was recorded by sales in beauty stores (a channel which, however, covers only 22% of the category's consumption); this was followed by the mass market which, accounting for almost two thirds of consumption of the entire product group, went up by 10.1% to reach a value close to €290 million. Pharmacies closed with a growth of 21.9% for a value of just over €77 million.

Products for lip care

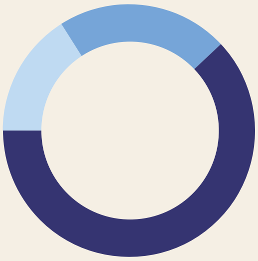
Figures in € millions and % changes

	Total	Pharmacies	Beauty stores	Large Retail and other channels	**Total % changes**	Pharmacies % changes	Beauty stores % change	Large Retail and other channels % changes
Total	**469.8**	**77.1**	**103.9**	**288.8**	**14.6**	**21.9**	**23.2**	**10.1**
Lipsticks and lip glosses	**313.0**	17.9	79.9	215.2	**15.8**	27.0	21.4	13.0
Protection, colourless foundations and sun sticks	**97.7**	56.5	5.7	35.6	**10.2**	20.2	5.6	-2.1
Liners and pencils	**59.0**	2.7	18.3	38.0	**16.0**	24.7	39.6	6.8

Percentage breakdown by category and sales channel for products for lip care

Values %

Lipsticks and lip glosses	66.6 %
Protection, colourless foundations and sun sticks	**20.8%**
Liners and pencils	12.6%



Mass market and other channels	61.5%
Beauty stores	**22.1%**
Pharmacies	16.4%

Products for hand care

Products for hand care also recorded a positive performance, increasing to €220 million, and recording a growth of 4%. Nail varnishes are the group's leading product category, +4.8% compared to 2022, with a value of over €137 million and a share of 63% of the total; the return to the excellent performance recorded in 2022 is also generated by the latest distribution formulas that have enhanced this sub-category through a broader in-store range.
A good sales trend was recorded for creams, gels, lotions and nail products (+3.6%), which cover 30% of the hand products market, with a value of more than €66 million.
Analysing sales by channel, there was a contraction in beauty stores, which, with a market value of almost €17 million, recorded a negative trend of 4.6%; Meanwhile, the mass market was positive, covering 73% of the total market and closing 2023 with +5.3%, with a value of almost €160 million. Pharmacies, with a marginal weight in value, registered positive signs (+2.8%), a signal of a concentration of supply towards categories with a higher share of value, such as skin care products for the body and face.

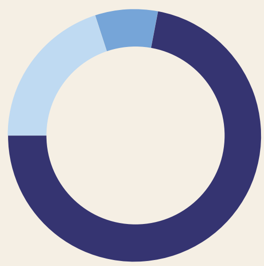
Products for hand care

Figures in € millions and % changes

	Total	Pharmacies	Beauty stores	Large Retail and other channels	Total % changes	Pharmacies % changes	Beauty stores % change	Large Retail and other channels % changes
Total	**219.2**	**42.8**	**16.9**	**159.5**	**4.0**	**2.8**	**-4.6**	**5.3**
Nail varnishes	**137.2**	5.5	10.8	120.9	**4.8**	4.4	-6.1	5.9
Creams, gels, lotions and nail products	**66.5**	36.2	2.4	27.9	**3.6**	2.5	-3.0	5.6
Solvents and other products	**15.6**	1.2	3.7	10.7	**-1.4**	3.1	-0.7	-2.1

Percentage breakdown by category and sales channel for products for hand care

Values %



Nail varnishes	62.6 %
Creams, gels, lotions and nail products	**30.3 %**
Solvents and other products	7.1%

Mass market and other channels	72.8 %
Pharmacies	**19.5%**
Beauty stores	7.7%

Products for body care

In 2023, the body care segment was the second consumption group in terms of Italian purchasing habits, covering over 15% of total sales, for a value of €1,490 million, and a growth, compared to 2022, of 8.7%.
This positive change confirms the recovery that has already taken place in the last two years and remains heterogeneous within the various product subcategories, above all sun creams and pigmenting products, for €440 million, which went up by 9.4%, as a positive reflection of cosmetics used to a greater extent in social spheres and outdoors.
In fact, there was growth in moisturisers, nutrients and exfoliant scrubs (+6.9% to over €227 million). On the other hand, there was flat growth in hair removal products, which, due to the return to professional channels, recorded stable home consumption, with a value at the end of 2023 of almost €60 million.
The remaining subcategories performed well, and specifically the most important group in this category reported a good trend: deodorants and antiperspirants, with a value of €538 million, increased by almost 13.5 percentage points.
The negative trend in the consumption of anti-cellulite products continued (-9.1% to €47 million), while there was a flat trend in firming products, products for specific areas and anti-ageing products (+0.3% to almost €57 million).
58% of body care products are purchased on the mass market, while 34% from pharmacies - two channels that have kept their market share stable over time.

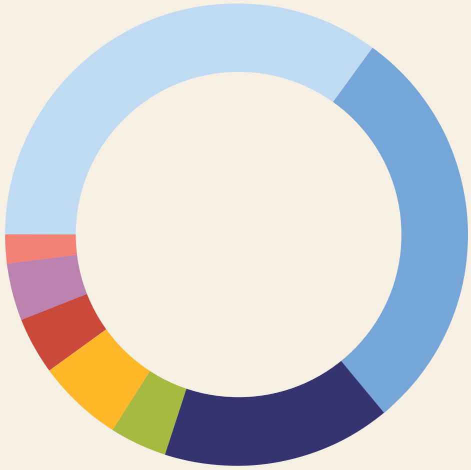
Products for body care

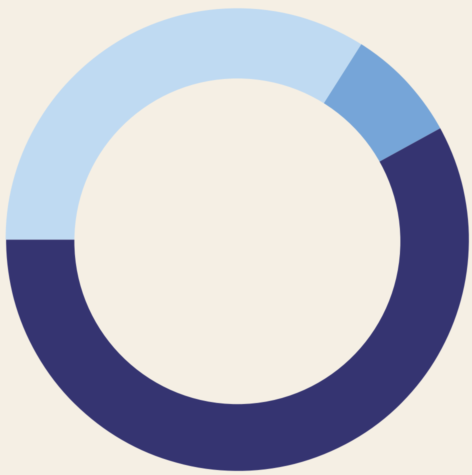
Figures in € millions and % changes

	Total	Pharmacies	Beauty stores	Large Retail and other channels	**Total % changes**	Pharma-cies % changes	Beauty stores % change	Large Retail and other channels % changes
Total	**1,490.5**	**500.8**	**128.0**	**861.6**	**8.7**	**6.3**	**10.9**	**9.9**
Deodorants and antiperspirants	**538.5**	69.2	13.2	456.1	**13.5**	7.3	6.7	14.8
Sunscreens and pigmenting products	**439.9**	209.8	57.8	172.3	**9.4**	10.9	18.4	5.1
Moisturisers, nutrients and exfoliant scrubs	**227.3**	87.5	24.9	114.9	**6.9**	5.0	8.2	8.0
Multipurpose creams	**88.4**	56.3	5.9	26.1	**6.7**	6.0	9.3	7.5
Hair removers	**59.9**	1.9	4.8	53.2	**0.8**	-4.1	2.5	0.9
Firming products, specific areas and anti-ageing body care products	**56.8**	24.3	8.8	23.6	**0.3**	-4.3	17.0	-0.1
Anti-cellulite products	**47.0**	29.7	4.7	12.6	**-9.1**	-10.5	-17.4	-1.9
Body waters and oils	**32.6**	22.1	7.8	2.7	**4.4**	7.6	-0.9	-3.7

Percentage breakdown by category and sales channel for products for body care

Values %





Body hygiene products

Body hygiene products, the fourth category for the share in value, confirmed the 5.7% recovery already shown in 2022: the period of the Covid-19 crisis generated a hoarding effect with repercussions, until the end of 2021, on the consumption of liquid and syndet soaps.
Bath and shower products, with a share in value out of total body hygiene products of over 43%, grew significantly, +7.7%, to a value close to €472 million.
70% of sales are generated by the mass market, albeit with some specific aspects emerging from intimate hygiene products, which account for more than 51% of the total share of the cosmetics market in pharmacies, thanks to specific functionalities communicated by the claims most closely associated with this type of product, such as "delicacy" and "antibacterial". Although two years have passed, the pharmacy channel still accounts for a good percentage of soap and syndet sales (over 45%) as a result of the commercial strategies to prevent the spread of the pandemic.

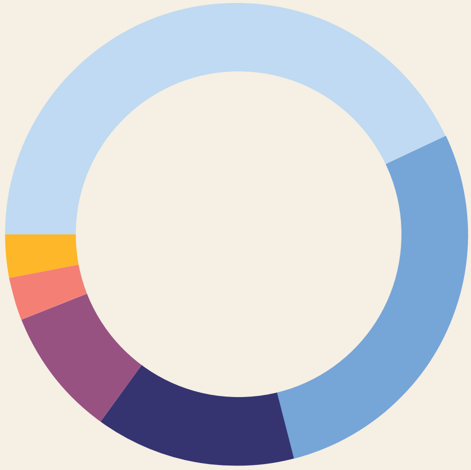
Body hygiene products

Figures in € millions and % changes

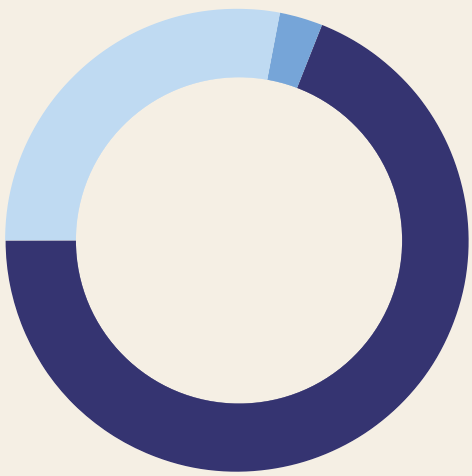
	Total	Pharmacies	Beauty stores	Large Retail and other channels	Total % changes	Pharmacies % changes	Beauty stores % change	Large Retail and other channels % changes
Total	**1,081.6**	**300.8**	**23.3**	**757.5**	**5.7**	**4.0**	**-9.4**	**7.0**
Bath foam and shower cream, salts, powders, oils	**471.8**	60.5	10.6	400.8	**7.7**	3.0	-4.1	8.9
Products for intimate hygiene	**303.1**	156.2	1.8	145.1	**5.3**	4.1	-12.1	6.8
Liquid soaps	**143.4**	17.0	5.3	121.1	**0.4**	3.3	-16.4	0.9
Soaps and syndets	**102.7**	47.0	2.3	53.5	**9.3**	5.9	-22.2	14.5
Products for foot hygiene	**32.3**	17.3	0.8	14.3	**-0.4**	2.1	-3.6	-3.0
Talcs and powders	**30.4**	2.9	2.6	24.9	**4.9**	3.2	-0.3	5.6

Percentage breakdown by category and sales channel for products for body hygiene

Values %



Bath foam and shower cream, salts, powders, oils	43.5 %
Products for intimate hygiene	28.0%
Liquid soaps	13.2%
Soaps and syndets	9.5%
Products for foot hygiene	3.0%
Talcs and powders	2.8%



Mass market and other channels	70.0 %
Pharmacies	27.8%
Beauty stores	2.2%

Oral hygiene products

A positive close, +9.8%, confirming the positive trend already recorded in the previous year, for oral hygiene products, with a sales value of more than €732 million. They are the sixth rated consumer group in Italy, equal to 7.4% of total consumption.
Excellent growth for toothpastes, which cover 72% of the market for this group, with a final value of €528 million.
The sales trend for mouthwashes and breath fresheners was also positive, +7.1%, for over €204 million.
Like other personal hygiene product families, oral hygiene cosmetics were targeted to a greater extent during the pandemic, confirming new consumer habits which, even in a mature and consolidated product segment, reflected new approaches to use and increasingly specific choices.
The main channel for oral hygiene products is the mass market, which has a considerable share of total consumption: with €570 million, it accounts for 78% of the category. Pharmacies remained the second largest consumer channel, accounting for 22% of the total of traditional channels, or €158 million. The share of the beauty store channel is still marginal, at just over €4 million.

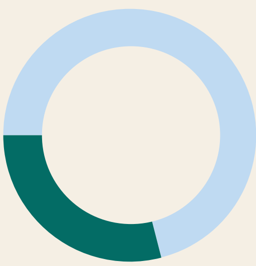
Oral hygiene products

Figures in € millions and % changes

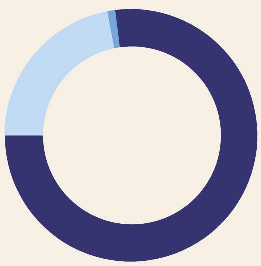
	Total	Pharmacies	Beauty stores	Large Retail and other channels	Total % changes	Pharmacies % changes	Beauty stores % change	Large Retail and other channels % changes
Total	**732.5**	**158.1**	**4.1**	**570.3**	**9.8**	**8.1**	**-2.2**	**10.4**
Toothpastes (including whitening toothpastes)	**528.1**	65.4	3.5	459.2	**10.9**	6.6	-2.0	11.6
Mouthwashes, breath fresheners	**204.4**	92.7	0.7	111.1	**7.1**	9.1	-3.1	5.6

Percentage breakdown by category and sales channel for products for oral hygiene

Values %



Toothpastes	72.1 %
Mouthwashes and breath fresheners	**27.9%**



Mass market and other channels	77.8%
Pharmacies	**21.6%**
Beauty stores	0.6%

Products for men

As has been the case for the last two years, after many years of negative sales for men's toiletries, this product group's positive performance was confirmed at the end of 2023, reaching a value of more than €141 million. Growth was across the board for soaps, shaving foams and gels, which accounted for 41% of the total value of the category and reached €58m (+4.1%), while aftershave products were up 2.1%.
Treatment creams also reported a positive trend, recording a consumption value close to €47 million at the end of 2023. In 2023, male consumer habits, which had accelerated due to the effect of the pandemic on consumers' specific needs for cosmetics, saw a decline for classic products and a continuing shift towards new high-performance types, including toning lotions and multifunction creams aimed at the male market and beard care, as well as the consumption overlap of products not specifically designed for men.
The leading channel by share of value was the mass market which, with €92 million, recorded a drop of nearly 3.8%; this was followed by the beauty store channel, with a performance of +7% and a value of almost €41 million.
Pharmacies were the trailing channel of choice for men's products, with a volume of just under €9 million, recording an increase of 3.2%.

Products for men

Figures in € millions and % changes

	Total	Pharmacies	Beauty stores	Large Retail and other channels	Total % changes	Pharmacies % changes	Beauty stores % change	Large Retail and other channels % changes
Total	**141.6**	**8.9**	**40.7**	**92.0**	**4.7**	**3.2**	**7.0**	**3.8**
Soaps, shaving foams and gels	**58.4**	2.8	4.7	**51.0**	4.1	1.6	2.5	4.4
After shave products	**46.8**	2.9	12.1	**31.8**	2.1	4.8	1.2	2.1
Treatment creams	**36.3**	3.2	24.0	**9.2**	9.2	3.3	11.1	6.6

Percentage breakdown by category and sales channel for products for men

Values %

Soaps, shaving foams and gels	41.3%
After shave products	33.1%
Treatment creams	25.7%

Mass market and other channels	65.0 %
Beauty stores	28.8%
Pharmacies	6.3%

Alcohol-based perfume products

The excellent performance recorded by the third product group, i.e. women's and men's fragrances continued with +12.7% and €857 million and +11.9% and €518 million respectively.
The trend generated by the consumption of new distribution formulas, such as the specialist drug stores or stores selling household and personal care products, while growth in the beauty store channel consolidated, with two thirds of the fragrance market, reporting +13.9%. Beauty stores, with new sales policies aimed at diversifying the offering to include categories for face care products and make-up, confirming the virtuous cycle in the post-COVID period. Moreover, to capture the attention of younger consumers, fragrance houses and brands have shifted the classic narrative towards fragrances designed by creators the public can relate to. Inspiration, and collaborations, for example, with artists from the world of pop culture also touch on the theme of collecting products with a view to brand loyalty.

Alcohol-based perfume products

Figures in € millions and % changes

	Total	Pharmacies	Beauty stores	Large Retail and other channels	Total % changes	Pharmacies % changes	Beauty stores % change	Large Retail and other channels % changes
Total	**1,375.3**	**25.8**	**1094.9**	**254.5**	**12.4**	**17.6**	**13.9**	**5.9**
Toilet waters, perfumes and fragrances for women	**856.9**	22.6	700.8	133.5	**12.7**	17.7	13.9	6.3
Toilet waters, perfumes and fragrances for men	**518.3**	3.2	394.1	121.0	**11.9**	16.9	14.0	5.4

Percentage breakdown by category and sales channel for alcohol-based perfume products

Values %

Toilet waters, perfumes and fragrances for women	62.3%
Toilet waters, perfumes and fragrances for men	**37.7%**

Beauty stores	79.6 %
Mass market and other channels	**18.5%**
Pharmacies	1.9%

◯ Other products

The "other products" category has always been a set of products comprising residual and non-uniform products, nonetheless necessary in a correct analysis of the Italian cosmetics market. This year, over 52% was made up of cleansing products for children, 36% by gift packs and 12% by make-up packs. In 2023, there was a cumulative recovery of this aggregation, with a sales value that closed at €463 million.

31% of cleansing products for children were sold in pharmacies and over 67% in the mass market, with a value of €242 million. Gift packs for women were essentially sold in beauty stores (92%) and showed a growth of 19.1 percentage points; gift sets for men followed a similar trend, closing the year with a 18% increase, for a value of over €76 million. Make-up sets, with sales of almost €56 million, mainly in beauty stores, closed 2023 with a positive trend, and an increase of over 16%.

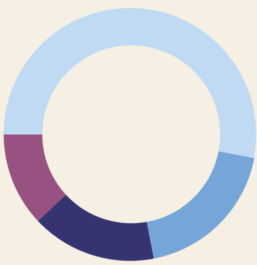
Other products

Figures in € millions and % changes

	Total	Pharmacies	Beauty stores	Other channels	Total % changes	Pharmacies % changes	Beauty stores % change	Other channels % changes
Total	**463.3**	**76.0**	**193.7**	**193.7**	**7.1**	**1.5**	**15.2**	**2.1**
Skin-cleansing products for children	**242.1**	74.6	4.6	162.8	1.7	1.4	0.2	1.9
Gift sets for women	**89.1**	0.7	82.3	6.1	19.1	5.4	20.7	2.1
Gift sets for men	**76.4**	0.4	67.7	8.4	18.0	3.8	20.5	1.8
Make-up sets	**55.7**	0.2	39.1	16.3	1.3	15.5	0.0	4.3

Percentage breakdown by category and sales channel for other products

Values %



Skin-cleansing products for children	52.5%
Gift sets for women	19.2%
Gift sets for men	16.5%
Make-up sets	12.0%

Mass market and other channels	41.8%
Beauty stores	41.8%
Pharmacies	16.3%

In depth

Analysis of the breakdown of main product families by some of the most important traditional sales channels shows the level of specialisation of the different distribution formats selected by cosmetics firms: the pharmacy channel was strongly focussed on body and face care products that together account for 53%. In the mass market segment overall, supermarkets and hypermarkets have recorded a stronger shift in a heterogeneous direction, like SSS-Drugs outlets, despite the latter distribution format having another type of sales diversification also targeting face and body care products. Lastly, the beauty store channel recorded a strong concentration regarding alcohol-based perfume products, and to a lesser extent, make-up and skincare with almost the entirety of its offer.
Specific mention should be made of the e-commerce channel, thanks to the considerable diversification in consumption among multiple product groups, with a strong overlapping of the offering with traditional distribution channels.
The best strategy for the channel is still uncertain, with winning results for some distribution formulas with a high level of specialisation, while for others, there was a greater diversification of the offering; the channel's identity clearly plays a strong role, despite consumers no longer perceiving the boundaries and winning characteristics in terms of experience and advice.

Breakdown by consumption for main traditional distribution channels in 2023 (excluding direct and professional channels)

Data processed by the Research and Department and Business Culture Unit. Values in € millions and as a %

	Total	Pharmacies	Beauty stores	Hypermarkets/ Supermarkets	SSS-Drug
Facial and body care products	**31.6**	53.9	24.9	29.6	26.6
Make-up and nail varnishes	**21.8**	9.9	27.3	2.9	14.5
Perfumes	**13.8**	1.2	43.2	0.6	11.7
Body cleansing	**13.5**	17.9	1.1	26.7	17.5
Hair and dyes	**10.5**	9.1	1.7	21.5	19.1
Oral hygiene	**7.4**	7.5	0.2	17.8	9.5
Products for men	**1.4**	0.4	1.6	0.8	1.0

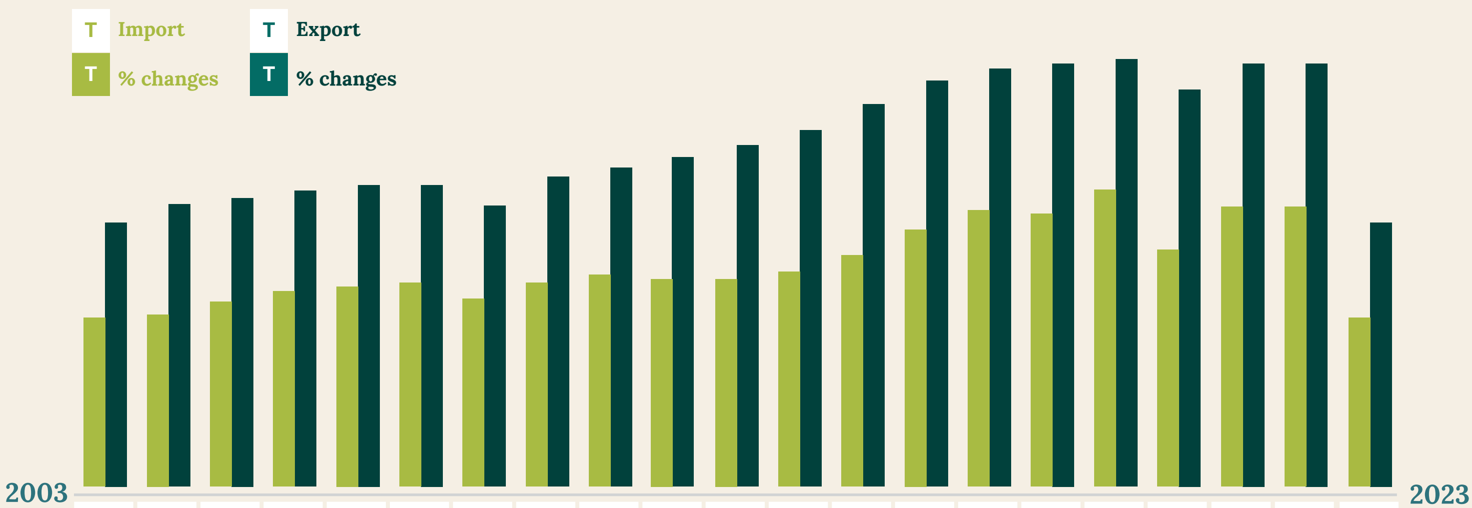
3

3 Imports and exports

Foreign trade data are processed by the Research Unit and extracted from the online platform provided by Istat, which applies corrections retrospectively for previous years: Clearly, then, the statistics prepared by Cosmetica Italia adapted the values relating to the financial years in question.
However, except in rare cases, the impact of the deviations is marginal, but it is worth looking at the most recent publication in order to assess the historical evolution of the exchange of cosmetics.
In 2023, cosmetics exports grew by 20.2% and exceeded €7 billion at closing values, confirming the double-digit growth rate of exports that characterises the fundamental contribution to the growth of the total turnover of the cosmetics industry in Italy.
In fact, in the space of twenty years, the impact of exports on the total turnover of the cosmetics industry in Italy has doubled, rising from 23% in 2003 to 46% at the end of 2023, with a significant and progressive contribution to the total turnover values of the sector. Moreover, in the same period, if we consider absolute value alone, exports of Italian-made cosmetics quadrupled from 1.8 to over €7 billion.
Also positive is the level of concentration in the top ten destinations by value, with the exception of the Netherlands, which, with just under 63% of the total weight, redistributes the value beyond established trading partners by around 4 percentage points.

Trends in the trade balance

Data processed by the Research and Business Culture Unit, values in € millions and % changes



	2003																				2023
Import	1,266	1,295	1,381	1,465	1,528	1,595	1,421	1,594	1,674	1,640	1,653	1,694	1,825	1,994	2,073	2,059	2,209	1,931	2,197	2,647	2,950
Export	1,830	2,013	2,153	2,284	2,307	2,338	2,063	2,418	2,683	2,873	3,190	3,346	3,824	4,309	4,615	4,877	4,985	4,260	4,939	5,859	7,041
Import % changes	0.6	2.2	6.7	6.1	4.3	4.4	-10.9	12.1	5.0	-2.0	0.8	2.5	7.7	9.2	3.9	-0.7	7.3	-12.6	13.7	20.5	11.5
Export % changes	-0.8	10.0	7.0	6.1	1.0	1.4	-11.8	17.2	11.0	7.1	11.0	4.9	14.3	12.7	7.1	5.7	2.2	-14.5	16.0	18.6	20.2

€ millions in 2023

Import	Export	commercial balance
2,950	7,041	4,090

A review of the 2019-2023 period also shows a strong development in exports, despite the fact that the last two years have seen a rise in prices, dictated by the difficulty of finding raw materials, compounded also by the drought of 2023 and the increase in air transport costs.
A comparison with the most "Made in Italy" sectors reveals the excellence of the cosmetics industry, which ranks first in terms of export growth and seventh in terms of both export value (fashion and clothing first) and trade balance (furniture first).
Looking at each individual country, our most loyal partners have renewed their focus on cosmetics made in Italy: United States (+31.8%), France (+12.6%) and Germany (+32.2%), which alone account for more than 2.3 billion in cosmetic exports, a good one third of the total export value of the Italian cosmetics industry. However, the United States is not the only non-European destination to show double-digit growth, the United Kingdom (+19.8%), the United Arab Emirates (+12.9%) and Hong Kong (+11.2%) were also in the top ten cosmetics export destinations for Italy. The breakdown of European destinations, which until 20 years ago accounted for 70% of total Italian cosmetic exports, shows a reduction in its share to just over 60%: this is a sign of increased diversification and exploration of foreign markets capable of offering new business opportunities.
Considering countries which are strategic for internationalisation in addition to the top ten destinations, average annual growth was reported (considering the 2013-2023 period) with double-digit figures for exports of cosmetics to China (+22.1%) and India (+37.1%), while, if considering the last year, an excellent performance for exports to Singapore (+10.9%) and Canada (+10.5%) was recorded.
Looking at the product groups, there was growth across the board with stronger performance in the categories that suffered most during the crisis from Covid. In fact, the significant growth of alcohol-based perfume products (+36.5%) is clear and represents the leading exported product group by value weight. This is followed by skin care, the second category, with +21.1% compared to 2022. The first two groups account for more than half of total Italian cosmetics exports with more than €3.6 billion. They are followed, in terms of growth dynamics, by make-up products which, with €1.1 billion, are growing by 16%.
Imports also recorded an excellent performance in value terms, driven above all by body care products (+11.5%) and alcohol-based perfume products (+1.4%): the two categories account for more than 60% of total cosmetic imports to Italy.
Alcohol-based perfume products and hair care products record the highest trade balance in comparison with other cosmetic categories, with €1.3 and €1 billion respectively, demonstrating the degree of specialisation and competitiveness of cosmetic companies in the global context.
An analysis of cosmetics trade values by quantity shows slightly decreasing trends. As in the case of the domestic market, international trade flows are affected by the inflationary effect, with an inevitable impact on the value of sales, compounded by rising production costs. This is a global phenomenon: in fact, both imports and exports show marginal contractions with, respectively, -0.7% and -0.5% compared to 2022.
The return to pre-Covid numbers, both in terms of exhibitors and visitors, in the trade fair sector has certainly confirmed the signs of the so-called new normal, thanks to the positive feedback from operators regarding meetings with international buyers.

Export of finished and semi-finished products

Surveys from January to December

	QUANTITIES (tonnes)			VALUES (€ millions)		
	2022	2023	% changes	2022	2023	% changes
Perfumes and eau de parfums	22,402	21,108	-5.8 %	622	837	34.6 %
Toilet waters and eau de cologne	25,956	33,047	27.3 %	862	1,188	37.8 %
Shampoos	117,997	113,679	-3.7 %	334	346	3.5 %
Hair preparations	1,542	1,343	-12.9 %	9	10	18.7 %
Hair sprays	7,582	5,173	-31.8 %	20	26	27.2 %
Hair lotions and other products for hair care	149,489	151,620	1.4 %	927	1,017	9.8 %
Lip make-up products	4,830	6,306	30.6 %	248	344	38.6 %
Eye make-up products	11,746	12,489	6.3 %	447	492	10.0 %
Nailcare products	1,653	1,796	8.6 %	31	25	-18.7 %
Powders and compact powders	7,685	7,642	-0.6 %	227	244	7.6 %
Creams and other products	74,485	77,551	4.1 %	1,326	1,605	21.1 %
Toothpastes	6,436	7,556	17.4 %	61	79	29.9 %
Other preparations for oral hygiene	90,390	84,658	-6.3 %	181	211	16.9 %
Body deodorants	27,106	30,278	11.7 %	185	225	21.4 %
Bath preparations	9,070	8,798	-3.0 %	26	24	-6.1 %
Toilet soaps	58,642	44,892	-23.4 %	137	119	-13.7 %
Shaving, pre-shave and after shave products	7,630	10,459	37.1 %	41	46	12.9 %
Other perfume and toiletry products	25,564	28,518	11.6 %	176	203	15.1 %
Total – exports	**650,206**	**646,911**	**-0.5 %**	**5,859**	**7,041**	**20.2 %**

Prepared by the Research and Business Culture Unit, with ISTAT data

Import of finished and semi-finished products

Surveys from January to December

	QUANTITIES (tonnes)			VALUES (€ millions)		
	2022	2023	%changes	2022	2023	%changes
Perfumes and eau de parfums	21,095	19,979	-5.3 %	399	393	-1.4 %
Toilet waters and eau de cologne	12,612	10,766	-14.6 %	318	334	4.8 %
Shampoos	50,090	43,730	-12.7 %	146	123	-15.8 %
Hair preparations	218	119	-45.7 %	2	1	-46.8 %
Hair sprays	2,014	2,067	2.6 %	10	12	18.4 %
Hair lotions and other products for hair care	32,730	31,018	-5.2 %	180	189	4.9 %
Lip make-up products	1,560	3,108	99.2 %	63	102	62.0 %
Eye make-up products	3,066	5,385	75.6 %	119	154	29.0 %
Nailcare products	3,517	2,846	-19.1 %	64	56	-13.0 %
Powders and compact powders	1,125	1,096	-2.6 %	36	45	26.3 %
Creams and other products	65,825	65,265	-0.8 %	889	1,085	22.1 %
Toothpastes	26,722	23,858	-10.7 %	110	119	8.5 %
Other preparations for oral hygie-ne	12,056	12,677	5.1 %	46	48	4.2 %
Body deodorants	11,253	12,139	7.9 %	90	103	13.7 %
Bath preparations	6,718	3,333	-50.4 %	23	17	-24.2 %
Toilet soaps	26,052	32,695	25.5 %	60	67	11.6 %
Shaving, pre-shave and after shave products	6,038	7,932	31.4 %	23	19	-18.2 %
Hair removal products and other perfume and toiletry products	9,746	12,347	26.7 %	69	84	22.7 %
Total imports	**292,436**	**290,358**	**-0.7 %**	**2,647**	**2,950**	**11.5 %**

Prepared by the Research and Business Culture Unit, with ISTAT data

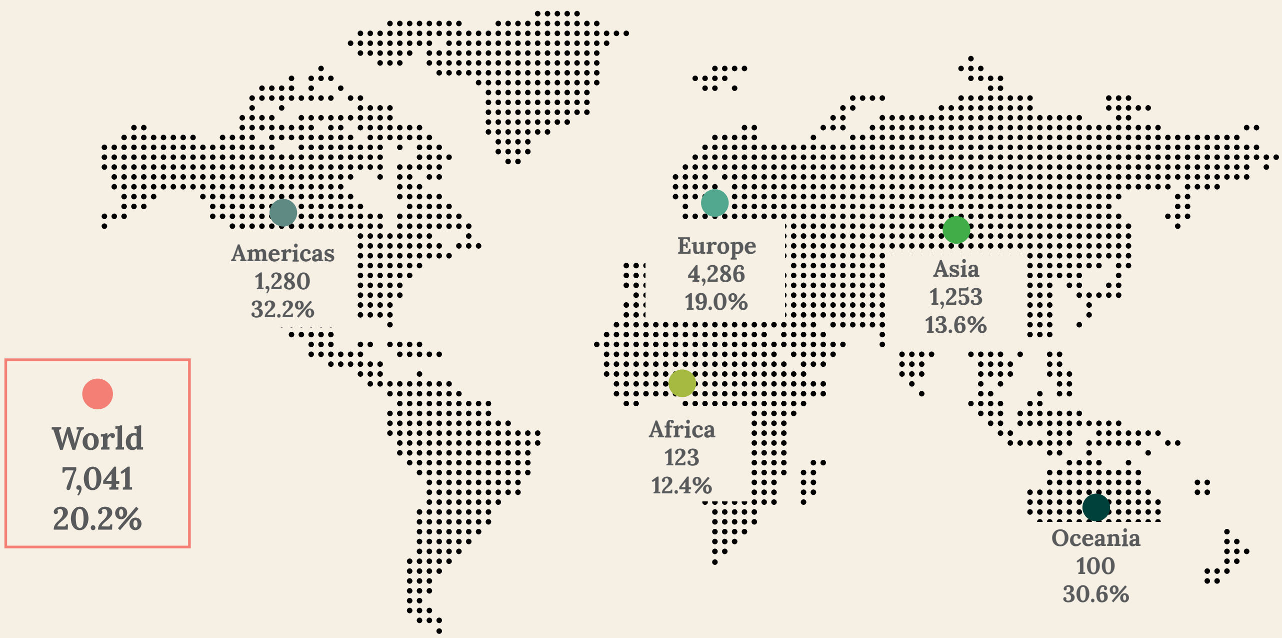
Italian cosmetics industry exports – top 10

Value of exports in € millions and % changes

	Exports 2023	% change 2023/2022	Weight % on export total for 2022	Weight % on export total for 2023
United States	962	31.8 %	12.5%	13.7 %
France	704	12.6 %	10.7%	10.0 %
Germany	700	32.2 %	9.0%	9.9 %
Spain	424	24.8 %	5.8%	6.0 %
United Kingdom	372	19.8 %	5.3%	5.3 %
Poland	307	20.5 %	4.4%	4.4 %
United Arab Emirates	255	12.9 %	3.9%	3.6 %
Hong Kong	250	11.2 %	3.8%	3.6 %
Netherlands	249	-6.6 %	4.6%	3.5 %
Russia	183	48.1 %	2.1%	2.6 %

International flows

Exports- values in € millions, percentage changes 2023-2022

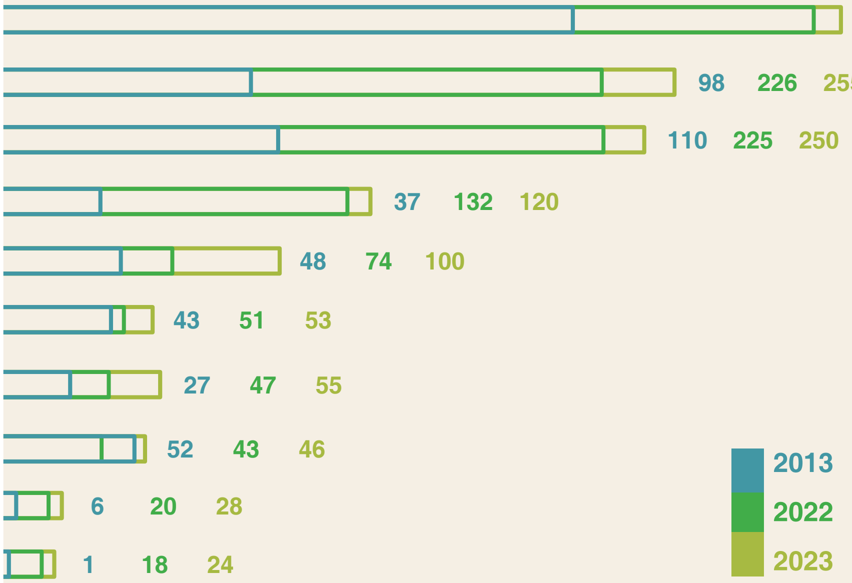


Population

	World	Europe	Asia	Americas	Africa	Oceania
2023	8,045	742	4,753	1,044	1,460	46
% change 2023/2022	0.1%	-0.9%	-0.1%	-0.3%	1.6%	2.9%

Countries with strategic importance for internationalisation activities

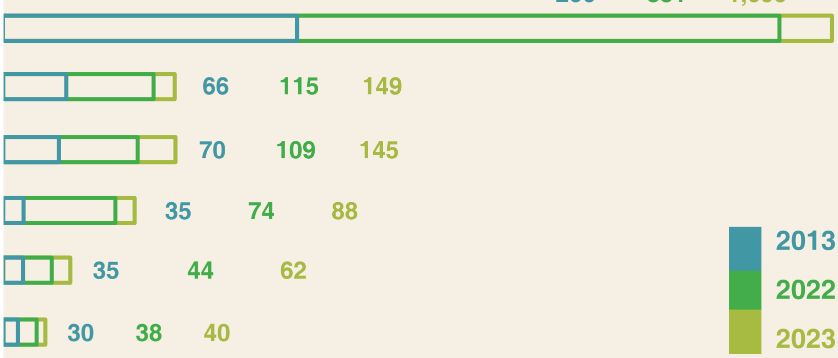
Value of exports in € millions and % changes



	2013	2022	2023	% change 2023/2022	% change 2023/2013 annual average
United States	215	730	962	31.8 %	34.7 %
UAE	98	226	255	12.9 %	16.1 %
Hong Kong	110	225	250	11.2 %	12.8 %
China	37	132	120	-9.2 %	22.1 %
Singapore	48	74	100	35.0 %	10.9 %
South Korea	43	51	53	16.7 %	10.5 %
Canada	27	47	55	4.2 %	2.4 %
Japan	52	43	46	6.7 %	-1.3 %
India	6	20	28	43.9 %	37.1 %
Brazil	1	18	24	30.9 %	5.4 %

Geo-economic areas

Value of exports in € millions and % changes



	2013	2022	2023	% change 2023/2022	% change 2023/2013 annual average
NAFTA	260	831	1,099	32.2 %	32.2 %
ASEAN	66	115	149	30.3 %	12.5 %
EFTA	70	109	145	32.5 %	10.8 %
CEFTA	35	74	88	18.1 %	15.3 %
MERCOSUR	35	44	62	39.9 %	8.0 %
COMESA	30	38	40	6.1 %	3.2 %

1. NAFTA comprises: Canada, Mexico, US
2. ASEAN comprises: Burma, Brunei, Cambodia, Philippines, Indonesia, Laos, Malaysia, Singapore, Thailand, Vietnam
3. EFTA comprises: Iceland, Liechtenstein, Norway, Switzerland
4. CEFTA comprises: Croatia, Macedonia, Moldova, Serbia, Bosnia and Herzegovina, Montenegro, Albania, Kosovo
5. MERCOSUR comprises: Argentina, Brazil, Paraguay, Uruguay
6. COMESA comprises: Burundi, Comoros, Congo, Egypt, Eritrea, Ethiopia, Djibouti, Kenya, Libya, Madagascar, Malawi, Mauritius, Rwanda, Seychelles, Sudan, Swaziland, Uganda, Zambia, Zimbabwe

Leading importers by macro-category

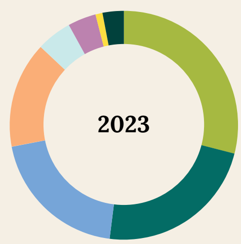
Italian exports of cosmetics in 2023 – values in € millions

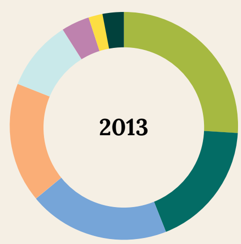
Products for hair care		Products for make-up		Productsforfaceandbody		Personal cleansing	
United States	168	France	296	United States	226	France	47
France	114	United States	192	Germany	142	Netherlands	45
Spain	107	Germany	146	Hong Kong	121	Spain	39
United Kingdom	98	Belgium	72	France	115	Germany	22
Germany	81	Spain	56	Poland	109	United Kingdom	19
Oral hygiene		**Products for men**		**Alcohol-based perfume products**		**Other products**	
Germany	56	Spain	7	United States	351	Switzerland	35
United Kingdom	48	Germany	7	Germany	231	France	19
France	27	Netherlands	3	United Arab Emira-tes	144	Russia	17
Poland	19	United Arab Emira-tes	3	Hong Kong	107	Germany	15
Spain	17	Poland	2	Spain	100	United Kingdom	11

Breakdown of exports by macro category

Italian exports in 2023 – values in € millions and % changes

	2013	weight % '13 on total export	2023	weight % '23 on total export	% change 2023/2013 annual average
Alcohol-based perfume products	821	25.8%	2,024	28.8 %	14.7 %
Facial and body care products	565	17.8 %	1,605	22.8 %	18.4 %
Products for hair care	627	19.7 %	1,399	19.9 %	12.3 %
Products for make-up	531	16.7 %	1,105	15.7 %	10.8 %
Personal cleansing	337	10.6 %	368	5.2 %	0.9 %
Oral hygiene	149	4.7 %	291	4.1 %	9.5 %
Products for men	40	1.3 %	46	0.7 %	1.5 %
Other products	108	3.4 %	203	2.9 %	8.7 %
	3,178	**100 %**	**7,041**	**100 %**	**12.2 %**





4

4 Developments and changes in trends

Advertising investment

Prepared by the Research Unit using Nielsen AdEx and digital operator data.

Over the past decade, the way we consume entertainment content has changed dramatically, and with it, the way we invest in advertising.
While the production of a TV commercial requires the involvement of numerous experts and high production costs, social content, even when directly sponsored by brands, reduces costs significantly. In addition, broadcasting on TV, radio and traditional channels in general involves passive viewers and contrasts with brands' digital content; the latter are indeed capable of being engaging and interactive, generating dialogue and comparison within communities and

Evolution of cosmetics industry advertising expenditure

Values in thousands and % change

	2019	2022	2023	% change 2023/2019	% change 2023/2022
Television	331,769	314,771	327,718	-1.2%	4.1%
Radio	11,630	10,620	10,961	-5.7%	3.2%
Newspaper	5,108	5,020	5,199	1.8%	3.6 %
Magazine	42,379	25,551	24,052	-43.2%	-5.9%
Out Of Home	10,393	10,526	14,235	37.0%	35.2%
Cinema	1,398	172	614	-56.1%	257.1 %
Digital (YouTube, websites, social)	n. a.	102,342	106,771	n. a.	4.3%
Total	**402,677**	**469,001**	**489,551**	**21.6%**	**4.4%**

with the creators themselves.
Overall, by the end of 2023, investment in cosmetics advertising in Italy reached €490 million, about 9% of the Italian total (both product and service related), with an increase of 4.4% compared to 2022 and well over 21 percentage points compared to the pre-Covid period.
The main investment remains in traditional media, which accounts for three quarters of the total value. It is a breakdown that highlights the great opportunities that the cosmetics industry can exploit if one considers that, for some sectors, the split between traditional and digital media is perfectly balanced.

Breakdown of cosmetics industry advertising expenditure by media

Share % of total investments

	2019	2022	2023
Television	82.4 %	67.1 %	66.9%
Radio	2.9%	2.3%	2.2%
Newspaper	1.3%	1.1%	1.1%
Magazine	10.5%	5.4%	4.9%
Out Of Home	2.6%	2.2%	2.9%
Cinema	0.3%	0.0%	0.1%
Digital (YouTube, websites, social)	n. a.	21.8%	21.8%

Looking at the details of digital advertising investment alone, there is good growth (+4.3% between 2022 and 2023), with significant reorganisation and dynamism within it. The pull is dictated by two phenomena: the strong acceleration of vertical marketplaces (+39.6% adv on third-party websites) and the expansion of the user base of the latest social channels (+10.8% driven mainly by TikTok and Instagram of the Meta group).

Breakdown of cosmetics industry advertising expenditure by digital media

Values in thousands and % change

	2022	2023	% change 2023/2022
Social (TikTok, Meta)	39,102	43,311	10.8%
YouTube	42,743	34,847	-18.5%
Websites (banners on third-party sites)	20,496	28,613	39.6 %

Digitalisation does not only involve communication. It is now imperative to evolve processes, hopefully with the significant contribution of the Transition 5.0 plan, in which even the processing of the enormous source of information held by companies (so-called big data), used for predictive analysis and CRM activities, logistics, production and cybersecurity issues, will increasingly be integrated and managed by digital environments and platforms. Artificial intelligence will play a crucial role in this transition with a strong impact on the business of enterprises.

How Artificial Intelligence and Big Data are reshaping the perception and consumption of beauty

Processed by BEAUTYSTREAMS

There is no doubt that technology, artificial intelligence and human knowledge are increasingly converging. Today, the beauty industry is witnessing innovation and advances supported by the rise of artificial intelligence and Big Data. According to data from InsightAce Analytic, artificial intelligence in the beauty and cosmetics industry was globally valued at $2.7 billion in 2021 and is expected to reach a value of $13.34 billion in 2030. As brands increasingly invest in AI technology to develop the next generation of beauty products and services, today's digital age is reaching new heights and driving growth for companies.

With the help of AI, cosmetics brands have the opportunity to offer targeted, detailed offers and provide hyper-personalised skincare products and experiences by using precise data on consumer segments. Today, through the combination of *machine learning*, *beauty tech* and human expertise, brands are able to take customised products and services to another level.

Over time, the cosmetics industry has been adopting increasingly integrated marketing strategies between online and offline, thereby increasing the data collected. These important information sources are improving technologies to develop solutions that meet the needs tailored to the individual consumer. From personalised advice from beauty consultants to virtual trials, technology and artificial intelligence are making beauty routines increasingly more bespoke.

With the prospect of the constant evolution of AI, we can expect the technology to go even further (fulfilling the provocative glimpses offered to date), to include not only preferences and diversity, but also the emotions of consumers. Advanced machine learning models will be able to create new beauty products by mapping facial features and exploiting real-time data that tracks elements such as lifestyle patterns, subcultures, weather conditions and social media trends, enabling companies to offer hyper-personalised products and services that respond to individual preferences. Meanwhile, generative artificial intelligence systems such as ChatGPT are set to become powerful co-creators in the development of new products and experiences.

By analysing consumer preferences and comments, generative AI can support cosmetics brands in identifying new needs and, consequently, in product development.

Artificial intelligence in the supply chain: its role from raw materials and formulation to retail and distribution

The phenomenon of artificial intelligence is spreading in all sectors and throughout the supply chain: from raw materials to formulations to packaging and retailing, advances in this field promise more efficient and accurate processes. At the beginning of the supply chain, science, technology and AI provide researchers and suppliers with a faster and more comprehensive strategy for new formulations.

Advances in artificial intelligence could predict upcoming ingredient trends, identify the benefits, nutrients, colours and textures of ingredients, and provide data on product formulation and consumer preferences.

In the retail and beauty consultancy sectors, cutting-edge technologies such as facial recognition, virtual proofing and augmented reality are rapidly changing the retail landscape, enabling brands to offer personalised beauty experiences that adapt to individual preferences, while merging the digital and physical worlds to create unique and immersive shopping experiences.
Conversational AI, which enables real-time human-like interactions with consumers, will also take personalisation in physical and digital shops to the next level. AI-based intelligent assistants acting as beauty consultants will be able to understand the needs and personalities of consumers and respond to their requests, providing dedicated recommendations, tutorials and usage guides both at the point of sale and in the home.
Shops are redefining the idea of conventional retail spaces with new areas designed to serve not only as a shopping experience but also as *retailtainment*, mixing retail, interactive installations, virtual artwork, digitally driven experiences, multi-sensory and experimentation spaces, and on-site *livestreaming*.
We are seeing native digital brands and e-commerce retailers increasingly moving towards an omnichannel strategy by experimenting with physical retail, thus reinforcing the growing intersection between IRL*(in real life*) and URL (online) shopping. E-retailers are not only opening physical shops to complement their e-commerce offerings, but also to offer an integrated, experience-based shopping experience.

What is the power of Artificial Intelligence for the future of skincare?
Much has changed since the days when the beauty market offered standardised solutions for specific skin needs.
Today, it is possible to provide bespoke, predictive, preventive and participative solutions aimed at maintaining skin health. Advances in image analysis, *deep learning* techniques and generative AI also make it possible to identify, analyse and interpret skin conditions with a high degree of accuracy, anticipating potential and future skin imperfections.
In addition, *deep learning* algorithms also track stress measurements, sleep quality and environmental exposure in real time to identify the best cosmetics solutions.

The future of make-up and nail products thanks to AI
Make-up and nail product brands will be strongly impacted by artificial intelligence tools.
Artificial intelligence-powered skin tone and phototype analysis solutions can provide customised make-up recommendations. Technology is making colour analysis more accurate and personalised than ever before, with AI-powered colour analysis tools helping to analyse skin tone, eye and lip colour to better determine colours and looks that match consumers' characteristics. The integration of advanced technologies and artificial intelligence is also changing the game for beauty salons: manicure and eyelash care services will offer great opportunities for professionals and consumers.

AI-enhanced hair care at home and in salons
With the advent of AI and augmented reality technologies, it is now possible to provide accurate, in-depth and real-time analyses of consumers' individual hair and scalp characteristics and subsequently recommend customised treatments. Personalised styling routines also take styling a step further, with AI-powered devices using algorithms to gather data on users' individual hair characteristics and preferences to enhance the styling experience and provide personalised recommendations on temperature settings, techniques to use and product routines. In addition, AI-enhanced in-salon consultations not only help consumers in choosing and using products that are best suited to them, but also help hairdressers receive ongoing training. Meanwhile, advances in hair colouring systems are among the newest additions

to the salon experience, as artificial intelligence can help deliver multiple customised colour combinations, allowing professional colourists to create their own bespoke dyes.

Personalisation of fragrances reaches new levels with AI

Big Data, artificial intelligence, virtual reality and neuroscience are spreading into the fragrance industry, enabling fragrance houses and manufacturers to compose innovative perfumes. Even within an emotion-driven category, artificial intelligence proves useful in choosing the right fragrance for the right consumer, as data science and artificial intelligence technology are used as tools to link fragrance and emotion, enabling a new consumer engagement with alcohol-based perfume products, as well as the development of innovative and personalised fragrances. In tandem, biometric technology and neuroscience are now being used to assist consumers in choosing the fragrance that best suits their emotions, or to create tailor-made fragrances in line with their lifestyle.

Men's grooming needs met with AI

Applications of artificial intelligence, augmented reality and virtual reality are now being targeted at the male grooming market, allowing consumers to experience products virtually, get virtual analysis and advice, receive personalised product recommendations and learn more about what they are buying and how the product will affect their skin, beard or hair, reducing the likelihood of dissatisfaction. By analysing men's unique needs based on skin type, lifestyle and preferences, AI can help male consumers make more informed decisions on the spectrum of products to purchase.

The growing importance of Artificial Intelligence in innovative cosmetic ingredients

In recent years, digital processes have played a role in the creation of new cosmetic ingredients, bringing innovation and efficiency to formulation processes. Artificial intelligence is beginning to support the cosmetics industry, reshaping the way new ingredients are discovered, formulated and brought to market. The integration of AI technologies offers numerous advantages: from accelerated innovation to customised product development. Despite the great challenges, the ongoing collaboration between AI experts and cosmetic formulators promises a more efficient and sustainable future for the creation of cosmetic ingredients. Furthermore, the potential emerges to provide economic benefits to developers and industry, but also to respond to consumer needs in a more efficient and conscious manner.

BEAUTYSTREAMS is the *global benchmark for the beauty industry, a trend platform created for professionals in the entire cosmetics industry*. BEAUTYSTREAMS *provides future insights, product forecasts, consumer analysis and market intelligence across six continents*.

5

5 The evolution of cosmetics consumption through history

The following pages show some significant statistical tables that allow the trend of cosmetics consumption to be analysed according to product categories and distribution channels. The statistical annex offers two sets of data; indeed, each distribution channel and the total of distribution channels highlight the development of consumption at historic prices and at actual values compared to 2023.

Development of consumption at historical values

For each year starting from 2013, the tables bring together the total consumption quantified in millions of euros, VAT included prices for the public, the value of the currency in each reference year, i.e. without taking into account the effects of the devaluation that occurred between the first and last year of revaluation.

The percentage changes referring to the annual trend of consumption at historic prices take into account the inflationary effect. These are variations that measure price increases offset, more or less, with quantitative variations in consumption.

Development of consumption at actual values

Consumption values at historical prices are recalculated in these tables on the basis of the devaluation that took place in each year. The conversion of consumption values on a 2023 basis allows market changes in the most recent period to be highlighted, with a good approximation in terms of trading volumes. In fact, assuming that the annual increase in prices coincides with inflation, the percentage change in actual values shows how consumption has changed quantitatively over time, regardless of the developments in price lists.

It should be noted that, as a result of the retroactive revision on products and channels up to 2013, all the bases and quotas of the tables were revised, which inevitably led to substantial changes and they are therefore no longer comparable with previous reports.

Conversion table (base 2023 = 1)

YEAR	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
EURO	1,188	1,186	1,187	1,273	1,259	1,245	1,239	1,160	1,139	1,054	1,000

Source: ISTAT

HISTORICAL DATA

Values in € millions

Italian cosmetics market

	2016	% change 2016/2015	2017	% change 2017/2016	2018	% change 2018/2017	2019	% change 2019/2018	2020	% change 2020/2019	2021	% change 2021/2020	2022	% change 2022/2021	2023	% change 2023/2022
Pharmacies	1,825	-0.1	1,862	2.0	1,854	-0.4	1,877	1.2	1,810	-3.5	1,866	3.1	1,951	4.6	2,098	7.5
Beauty stores	2,028	0.9	2,018	-0.5	2,048	1.5	2,093	2.2	1,548	-26.1	1,877	21.3	2,217	18.1	2,532	14.2
Mass market	4,463	-0.8	4,515	1.2	4,563	1.1	4,597	0.8	4,425	-3.8	4,544	2.7	4,819	6.0	5,217	8.3
Herbalist stores	436	1.1	440	0.9	441	0.2	447	1.4	331	-26.0	376	13.8	378	0.5	423	12.0
Directsales:door-to-doorand mail-order sales	490	-2.7	494	1.0	485	-2.0	482	-0.5	338	-30.0	344	2.0	348	1.2	352	1.1
E-commerce	261	42.1	321	23.1	392	22.0	498	27.0	707	42.0	871	23.2	988	13.4	1,111	12.5
Beauty salons	229	2.1	234	2.0	235	0.5	237	0.9	168	-29.0	184	9.5	184	6.4	207	5.3
Hairdressing	565	1.0	571	1.0	574	0.5	585	2.0	453	-22.5	499	10.1	499	12.3	589	5.0
Total	**10,297**	**0.6**	**10,455**	**1.5**	**10,590**	**1.3**	**10,817**	**2.1**	**9,780**	**-9.6**	**10,563**	**8.0**	**11,458**	**8.5**	**12,530**	**9.4**

Composition % of the Italian cosmetics market

	2016		2017		2018		2019		2020		2021		2022		2023	
	a.v.	Comp%	a.v.	Comp%	a.v.	Comp%	a.v.	Comp%	a.v.	Comp%	a.v.	Comp%	a.v.	Comp%	a.v.	Comp%
Pharmacies	1,825	17.7	1,862	17.8	1,854	17.5	1,877	17.4	1,810	18.5	1,866	17.5	1,951	17.5	2,098	16.7
Beauty stores	2,028	19.7	2,018	19.3	2,048	19.3	2,093	19.4	1,548	15.8	1,877	17.6	2,217	17.6	2,532	20.2
Mass market	4,463	43.3	4,515	43.2	4,563	43.1	4,597	42.5	4,425	45.2	4,544	43.0	4,819	42.1	5,217	41.6
Herbalist stores	436	4.2	440	4.2	441	4.1	447	4.1	331	3.4	376	3.6	378	3.3	423	3.4
Directsales:door-to-doorand mail-order sales	490	4.8	494	4.7	485	4.6	482	4.5	338	3.5	344	3.3	348	3.0	352	2.8
E-commerce	261	2.5	321	3.1	392	3.7	498	4.6	707	7.2	871	8.2	988	8.6	1,111	8.9
Beauty salons	229	2.2	234	2.2	235	2.2	237	2.2	168	1.7	184	1.7	196	1.7	207	1.6
Hairdressing	565	5.5	571	5.5	574	5.4	585	5.4	453	4.6	499	4.7	561	4.9	589	4.7
Total	**10,297**	**100%**	**10,455**	**100%**	**10,590**	**100%**	**10,817**	**100%**	**9,780**	**100%**	**10,640**	**100%**	**11,458**	**100%**	**12,530**	**100%**

(*) includes single brand stores

Italian cosmetics market: composition % of products in traditional channels

	2016		2017		2018		2019		2020		2021		2022		2023	
	a.v.	Comp%	a.v.	Comp%	a.v.	Comp%	a.v.	Comp%	a.v.	Comp%	a.v.	Comp%	a.v.	Comp%	a.v.	Comp%
Hair and scalp care	1,020	11.6%	978	11.1%	969	10.9%	967	10.8%	968	10.6%	990	12.2%	926	11.2%	958	10.7%
Facial care products	1,437	16.3%	1,454	16.5%	1,494	16.8%	1,524	17.0%	1,569	17.3%	1,381	17.0%	1,350	16.4%	1,472	16.4%
Face make-up products	521	5.9%	544	6.2%	552	6.2%	564	6.3%	569	6.3%	404	5.0%	481	5.8%	537	6.0%
Make-up sets	44	0.5%	45	0.5%	46	0.5%	54	0.6%	53	0.6%	41	0.5%	51	0.6%	55	0.6%
Eye make-up products	499	5.7%	502	5.7%	511	5.7%	518	5.8%	524	5.8%	419	5.2%	450	5.5%	547	6.1%
Products for lip care	366	4.2%	391	4.4%	419	4.7%	429	4.8%	451	5.0%	313	3.9%	396	4.8%	410	4.6%
Products for hand care	248	2.8%	235	2.7%	232	2.6%	230	2.6%	227	2.5%	197	2.4%	189	2.3%	211	2.3%
Products for body care	1,417	16.1%	1,387	15.8%	1,418	15.9%	1,402	15.6%	1,403	15.4%	1,293	15.9%	1,179	14.3%	1,371	15.3%
Products for body hygiene	995	11.3%	984	11.2%	983	11.0%	983	10.9%	981	10.8%	1,032	12.7%	989	12.0%	1,023	11.4%
Products for oral hygiene	640	7.3%	640	7.3%	635	7.1%	630	7.0%	636	7.0%	645	7.9%	566	6.9%	667	7.4%
Skin-cleansing products for children	320	3.6%	314	3.6%	313	3.5%	302	3.4%	297	3.3%	270	3.3%	229	2.8%	238	2.6%
Products for men	162	1.8%	159	1.8%	155	1.7%	151	1.7%	148	1.6%	134	1.6%	116	1.4%	135	1.5%
Alcohol-based perfume products	1,021	11.6%	1,046	11.9%	1,047	11.8%	1,093	12.2%	1,133	12.5%	889	11.0%	1,188	14.4%	1,223	13.6%
Gift sets	119	1.4%	123	1.4%	127	1.4%	129	1.4%	133	1.5%	107	1.3%	134	1.6%	140	1.6%
Total	**8,807**	**100%**	**8,803**	**100%**	**8,901**	**100%**	**8,976**	**100%**	**9,093**	**100%**	**8,113**	**100%**	**8,244**	**100%**	**8,987**	**100%**

Total cosmetic products on traditional channels – Historical values and annual percentage changes

Retail prices VAT included – figures in € millions

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Cosmetic products – total	8,805.2	8,682.2	8,807.4	8,802.6	8,901.3	8,976.0	9,092.7	8,113.4	8,287.6	8,987.1	8,847.6
	-1.2%	-1.4%	1.3%	-0.2%	1.1%	0.8%	1.2%	-10.8%	6.8%	5.5%	9.6%
Hair and scalp care	1,063.3	1,031.8	1,020.1	978.4	969.4	966.5	968.2	989.5	926.3	958.0	1,028.0
	-0.9%	-3.0%	-1.1%	-4.1%	-0.9%	-0.3%	0.2%	2.2%	-2.9%	3.5%	7.3%
Facial care products	1,433.6	1,426.9	1,436.6	1,454.3	1,493.9	1,524.5	1,568.6	1,380.8	1,396.0	1,472.3	1,612.2
	0.0%	-0.5%	0.7%	1.2%	2.7%	2.0%	2.9%	-12.0%	9.3%	9.0%	9.5%
Face make-up products	507.3	506.6	520.6	544.3	552.4	564.5	568.7	404.3	455.2	536.9	644.3
	-4.1%	-0.1%	2.8%	4.5%	1.5%	2.2%	0.7%	-28.9%	12.9%	11.7%	20.0%
Make-up sets	43.3	44.2	44.4	45.3	46.1	53.7	53.3	41.0	47.2	55.0	55.7
	6.5%	2.1%	0.4%	2.0%	1.9%	16.3%	-0.6%	-23.2%	15.3%	8.4%	1.3%
Products for eyes	459.5	466.9	499.1	502.4	510.9	518.5	524.2	418.6	489.5	546.7	589.2
	-1.5%	1.6%	6.9%	0.7%	1.7%	1.5%	1.1%	-20.1%	17.0%	21.4%	7.8%
Products for lip care	359.7	349.3	365.8	390.6	418.6	428.8	450.7	312.6	337.7	409.9	469.8
	-5.4%	-2.9%	4.7%	6.8%	7.2%	2.4%	5.1%	-30.6%	10.2%	3.6%	14.6%
Products for hand care	265.8	252.1	247.7	235.3	231.6	230.0	227.3	196.6	203.1	210.8	219.2
	-4.6%	-5.2%	-1.7%	-5.0%	-1.6%	-0.7%	-1.2%	-13.5%	9.3%	11.8%	4.0%
Products for body care	1,430.7	1,387.5	1,417.0	1,386.8	1,418.5	1,401.5	1,403.5	1,293.2	1,257.4	1,370.9	1,490.5
	-1.2%	-3.0%	2.1%	-2.1%	2.3%	-1.2%	0.1%	-7.9%	5.2%	16.3%	8.7%
Products for body hygiene	997.4	984.0	994.7	983.6	983.1	982.7	981.4	1,031.8	993.6	1,023.2	1,081.6
	-1.3%	-1.3%	1.1%	-1.1%	0.0%	0.0%	-0.1%	5.1%	-1.5%	3.4%	5.7%
Products for oral hygiene	627.2	631.1	639.9	640.3	635.4	630.4	636.5	645.0	644.8	667.1	732.5
	1.3%	0.6%	1.4%	0.1%	-0.8%	-0.8%	1.0%	1.3%	0.2%	18.0%	9.8%
Skin-cleansing products for children	341.0	328.3	320.2	313.7	312.7	302.4	296.6	270.5	229.7	238.0	242.1
	-4.6%	-3.7%	-2.5%	-2.0%	-0.3%	-3.3%	-1.9%	-8.8%	-1.5%	3.8%	1.7%
Products for men	175.2	166.2	161.6	158.8	154.7	150.8	147.8	133.5	130.0	135.3	141.6
	-4.6%	-5.1%	-2.8%	-1.7%	-2.5%	-2.5%	-2.0%	-9.7%	3.9%	16.4%	4.7%
Alcohol-based perfume products	981.2	994.4	1,020.8	1,046.0	1,046.5	1,092.7	1,133.0	888.8	1,052.3	1,223.4	1,375.3
	-0.9%	1.3%	2.7%	2.5%	0.1%	4.4%	3.7%	-21.6%	22.0%	3.0%	12.4%
Gift sets	120.1	112.9	119.1	122.7	127.4	129.0	133.0	107.1	124.8	139.6	165.6
	5.5%	-6.0%	5.5%	3.0%	3.9%	1.3%	3.1%	-19.4%	17.8%	4.0%	18.6%

Total cosmetic products on traditional channels – Actual values and annual percentage changes

Retail prices VAT included – figures in € millions

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Cosmetic products – total	**10,460.6**	**10,297.1**	**10,454.4**	**11,205.7**	**11,206.7**	**11,175.1**	**11,265.8**	**9,411.5**	**9,390.0**	**9,472.4**	**9,847.6**
	-2.5%	-1.6%	1.5%	7.2%	0.0%	0.8%	1.2%	-10.8%	6.8%	5.5%	9.6%
Hair and scalp care	1,263.2	1,223.7	1,210.9	1,245.5	1,220.5	1,203.3	1,199.6	1,147.8	1,054.7	1,009.7	1,028.0
	-2.0%	-3.1%	-1.0%	2.9%	-2.0%	-0.3%	0.2%	2.2%	-2.9%	3.5%	7.3%
Facial care products	1,703.2	1,692.3	1,705.2	1,851.3	1,880.8	1,898.0	1,943.5	1,601.7	1,538.2	1,551.9	1,612.2
	-1.1%	-0.6%	0.8%	8.6%	1.6%	2.0%	2.9%	-12.0%	9.3%	9.0%	9.5%
Face make-up products	602.6	600.8	618.0	692.9	695.4	702.8	704.6	469.0	547.5	565.9	644.3
	-5.2%	-0.3%	2.9%	12.1%	0.4%	2.2%	0.7%	-28.9%	12.9%	11.7%	20.0%
Make-up sets	51.5	52.4	52.7	57.6	58.1	66.8	66.1	47.5	57.8	58.0	55.7
	5.3%	1.9%	0.5%	9.4%	0.7%	16.3%	-0.6%	-23.2%	15.3%	8.4%	1.3%
Products for eyes	545.9	553.8	592.4	639.6	643.2	645.5	649.5	485.6	513.0	576.3	589.2
	-2.6%	1.4%	7.0%	8.0%	0.6%	1.5%	1.1%	-20.1%	17.0%	21.4%	7.8%
Products for lip care	427.3	414.3	434.2	497.3	527.0	533.8	558.4	362.6	450.6	432.0	469.8
	-6.5%	-3.0%	4.8%	14.5%	6.0%	2.4%	5.1%	-30.6%	10.2%	3.6%	14.6%
Products for hand care	315.8	298.9	294.0	299.5	291.6	286.3	281.6	228.0	214.7	222.2	219.2
	-5.7%	-5.3%	-1.6%	1.9%	-2.6%	-0.7%	-1.2%	-13.5%	9.3%	11.8%	4.0%
Products for body care	1,699.7	1,645.6	1,682.0	1,765.5	1,785.9	1,744.9	1,738.9	1,500.1	1,343.1	1,444.9	1,490.5
	-2.3%	-3.2%	2.2%	5.0%	1.2%	-1.2%	0.1%	-7.9%	5.2%	16.3%	8.7%
Products for body hygiene	1,184.9	1,167.1	1,180.7	1,252.1	1,237.8	1,223.5	1,215.9	1,196.9	1,126.9	1,078.5	1,081.6
	-2.4%	-1.5%	1.2%	6.1%	-1.1%	0.0%	-0.1%	5.1%	-1.5%	3.4%	5.7%
Products for oral hygiene	745.2	748.4	759.5	815.2	799.9	784.8	788.6	748.2	644.2	703.1	732.5
	0.1%	0.4%	1.5%	7.3%	-1.9%	-0.8%	1.0%	1.3%	0.2%	18.0%	9.8%
Skin-cleansing products for children	405.1	389.3	380.0	399.3	393.7	376.5	367.5	313.7	261.2	250.9	242.1
	-5.8%	-3.9%	-2.4%	5.1%	-1.4%	-3.3%	-1.9%	-8.8%	-1.5%	3.8%	1.7%
Products for men	208.1	197.2	191.8	202.1	194.8	187.8	183.2	154.9	132.4	142.6	141.6
	-5.7%	-5.3%	-2.7%	5.4%	-3.6%	-2.5%	-2.0%	-9.7%	3.9%	16.4%	4.7%
Alcohol-based perfume products	1,165.6	1,179.3	1,211.6	1,331.5	1,317.6	1,360.4	1,403.8	1,031.0	1,353.0	1,289.4	1,375.3
	-2.0%	1.2%	2.7%	9.9%	-1.0%	4.4%	3.7%	-21.6%	22.0%	3.0%	12.4%
Gift sets	142.7	133.9	141.3	156.2	160.4	160.6	164.8	124.3	152.9	147.2	165.6
	4.3%	-6.1%	5.6%	10.5%	2.7%	1.3%	3.1%	-19.4%	17.8%	4.0%	18.6%

PHARMACIES - Historical values and annual percentage changes

Retail prices VAT included – figures in € millions

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Cosmetic products – total	1,774.2	1,800.7	1,827.9	1,825.7	1,861.4	1,852.9	1,877.1	1,810.3	1,866.2	1,951.4	2,097.7
	0.4%	1.5%	1.5%	-0.1%	2.0%	-0.4%	1.2%	-3.6%	3.1%	4.6%	7.5%
Hair and scalp care	179.0	178.7	182.6	181.8	181.2	181.6	182.7	192.8	186.1	188.0	191.5
	-0.3%	-0.2%	2.2%	-0.4%	-0.3%	0.2%	0.6%	5.5%	-3.5%	1.0%	1.8%
Facial care products	475.6	482.1	487.9	499.1	515.3	522.5	538.4	532.8	557.2	569.3	630.4
	0.7%	1.4%	1.2%	2.3%	3.3%	1.4%	3.1%	-1.1%	4.6%	2.2%	10.7%
Face make-up products	51.3	55.8	58.0	56.7	59.5	59.7	59.6	39.7	40.9	44.7	49.5
	-0.5%	8.8%	3.9%	-2.2%	5.0%	0.3%	-0.2%	-33.4%	2.9%	9.4%	10.7%
Make-up sets	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.3	0.2	0.2
	0.0%	0.0%	0.0%	0.0%	0.0%	24.1%	12.7%	-5.6%	-30.1%	-27.6 %	15.5%
Products for eyes	12.6	29.5	32.6	29.6	32.6	32.7	34.0	29.0	30.2	32.2	36.0
	2.2%	133.2%	10.6%	-9.1%	9.9%	0.3%	4.1%	-14.9%	4.3%	6.7%	11.9%
Products for lip care	43.2	43.4	43.8	45.4	51.1	53.3	56.8	47.6	48.6	63.2	77.1
	-1.9%	0.4%	1.0%	3.6%	12.6%	4.3%	6.5%	-16.2%	2.2%	30.0%	21.9%
Products for hand care	38.7	35.9	37.8	37.0	40.3	39.7	41.4	41.6	43.9	41.7	42.8
	-6.6%	-7.3%	5.3%	-2.1%	8.9%	-1.5%	4.5%	0.5%	5.5%	-5.1%	2.8%
Products for body care	454.6	451.5	457.1	447.4	453.9	445.5	448.7	415.4	439.0	471.2	500.8
	0.9%	-0.7%	1.2%	-2.1%	1.5%	-1.8%	0.7%	-7.4%	5.7%	7.3%	6.3%
Products for body hygiene	260.6	266.0	270.0	272.4	273.2	271.0	269.3	274.9	280.4	289.3	300.8
	1.1%	2.1%	1.5%	0.9%	0.3%	-0.8%	-0.6%	2.1%	2.0%	3.2%	4.0%
Products for oral hygiene	142.7	144.3	145.9	144.8	141.6	136.0	134.6	135.5	138.4	146.3	158.1
	3.1%	1.1%	1.1%	-0.8%	-2.2%	-4.0%	-1.0%	0.7%	2.2%	5.7%	8.1%
Skin-cleansing products for children	96.4	93.7	91.3	90.5	87.4	83.1	81.2	75.7	72.5	73.6%	74.6
	-3.8%	-2.8%	-2.5%	-0.9%	-3.4%	-4.8%	-2.3%	-6.8%	-4.2%	1.5%	1.4%
Products for men	12.6	12.0	10.9	10.8	10.3	9.7	9.3	8.2	8.3	8.6	8.9
	-3.0%	-5.4%	-9.1%	-0.9%	-4.7%	-5.1%	-4.3%	-12.1%	0.7%	4.2%	3.2%
Alcohol-based perfume products	6.2	7.4	9.5	9.7	14.4	17.4	20.2	16.5	19.4	22.0	25.8
	6.9%	18.8%	29.1%	2.1%	47.9%	20.9%	16.5%	-18.5%	17.5%	13.4%	17.6%
Gift sets	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	1.1	1.1	1.2
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-2.3%	278.8%	-0.2%	4.8%

PHARMACIES - Actual values and annual percentage changes

Retail prices VAT included – figures in € millions

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Cosmetic products – total	**2,107.8**	**2,135.6**	**2,169.7**	**2,324.1**	**2,343.5**	**2,306.8**	**2,325.7**	**2,099.9**	**2,125.6**	**2,056.8**	**2,097.7**
	-0.8%	1.3%	1.6%	7.1%	0.8%	-0.4%	1.2%	-3.6%	3.1%	4.6%	7.5%
Hair and scalp care	212.7	211.9	216.8	231.4	228.2	226.1	226.4	223.7	212.0	198.1	191.5
	-1.4%	-0.4%	2.3%	6.8%	-1.4%	0.2%	0.6%	5.5%	-3.5%	1.0%	1.8%
Facial care products	565.0	571.7	579.2	635.3	648.8	650.5	667.1	618.0	634.6	600.0	630.4
	-0.5%	1.2%	1.3%	9.7%	2.1%	1.4%	3.1%	-1.1%	4.6%	2.2%	10.7%
Face make-up products	60.9	66.2	68.8	72.2	74.9	74.3	73.9	46.1	46.5	47.1	49.5
	-1.7%	8.7%	4.0%	4.8%	3.8%	0.3%	-0.2%	-33.4%	2.9%	9.4%	10.7%
Make-up sets	0.0	0.0	0.0	0.0	0.3	0.4	0.5	0.4	0.3	0.2	0.2
	0.0%	0.0%	0.0%	0.0%	0.0%	24.1%	12.7%	-5.6%	-30.1%	-27.6 %	15.5%
Products for eyes	15.0	35.0	38.7	37.7	41.0	40.7	42.2	33.6	34.4	34.0	36.0
	1.0%	132.8%	10.7%	-2.5%	8.7%	0.3%	4.1%	-14.9%	4.3%	6.7%	11.9%
Products for lip care	51.3	51.4	52.0	57.8	64.4	66.4	70.3	55.2	55.4	66.7	77.1
	-3.1%	0.2%	1.1%	11.1%	11.3%	4.3%	6.5%	-16.2%	2.2%	30.0%	21.9%
Products for hand care	46.0	42.6	44.8	47.1	50.7	49.4	51.3	48.3	50.0	43.9	42.8
	-7.7%	-7.4%	5.4%	5.0%	7.7%	-1.5%	4.5%	0.5%	5.5%	-5.1%	2.8%
Products for body care	540.1	535.5	542.5	569.5	571.4	554.7	555.9	481.8	500.0	496.6	500.8
	-0.3%	-0.8%	1.3%	5.0%	0.3%	-1.8%	0.7%	-7.4%	5.7%	7.3%	6.3%
Products for body hygiene	309.6	315.5	320.5	346.7	344.0	337.4	333.7	318.9	319.4	304.9	300.8
	-0.1%	1.9%	1.6%	8.2%	-0.8%	-0.8%	-0.6%	2.1%	2.0%	3.2%	4.0%
Products for oral hygiene	169.5	171.2	173.2	184.3	178.3	169.3	166.8	157.2	157.6	154.2	158.1
	1.9%	0.9%	1.2%	6.4%	-3.2%	-4.0%	-1.0%	0.7%	2.2%	5.7%	8.1%
Skin-cleansing products for children	114.5	111.1	108.4	115.2	110.0	103.5	100.7	87.8	82.6	77.6	74.6
	-5.0%	-3.0%	-2.4%	6.3%	-4.5%	-4.8%	-2.3%	-6.8%	-4.2%	1.5%	1.4%
Products for men	15.0	14.2	12.9	13.7	12.9	12.1	11.6	9.5	9.4	9.1	8.9
	-4.1%	-5.5%	-9.1%	6.3%	-5.7%	-5.1%	-4.3%	-12.1%	0.7%	4.2%	3.2%
Alcohol-based perfume products	7.4	8.7	11.3	12.4	18.1	21.6	25.1	19.1	22.1	23.1	25.8
	5.7%	18.6%	29.2%	9.5%	46.3%	20.9%	16.5%	-18.5%	17.5%	13.4%	17.6%
Gift sets	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	2.0	3.0	4.0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-2.3%	278.8%	-0.2%	4.8%

BEAUTY STORES - Historical values and annual percentage changes

Retail prices VAT included – figures in € millions

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Cosmetic products – total	**2,050.1**	**1,996.6**	**2,013.7**	**2,032.2**	**2,017.4**	**2,046.6**	**2,092.6**	**1,548.0**	**1,877.2**	**2,216.8**	**2,532.3**
	-3.3%	-2.4%	0.9%	0.9%	-0.5%	1.5%	2.2%	-26.0%	21.3%	18.1%	14.2%
Hair and scalp care	55.8	50.8	45.2	42.0	38.4	35.7	34.8	28.6	31.2	38.4	44.0
	-8.8%	-9.0%	-10.9%	-7.1%	-8.6%	-6.9%	-2.6%	-17.7%	9.0%	22.9%	14.7%
Facial care products	389.4	385.8	391.9	401.4	409.2	420.4	438.4	335.9	403.5	455.7	501.7
	-3.0%	-0.9%	1.6%	2.4%	2.0%	2.7%	4.3%	-23.4%	20.1%	13.0%	10.1%
Face make-up products	179.3	174.1	174.7	179.7	175.1	173.7	177.1	111.3	127.7	167.5	230.3
	-5.1%	-2.9%	0.3%	2.8%	-2.5%	-0.8%	1.9%	-37.1%	14.7%	31.2%	37.4%
Make-up sets	27.4	27.9	28.1	28.4	29.2	35.6	35.2	25.3	31.4	39.1	39.1
	5.5%	1.8%	0.5%	1.2%	2.7%	22.0%	-1.1%	-28.3%	24.5%	24.5%	0.0%
Products for eyes	141.9	133.0	134.2	132.1	128.8	125.2	125.6	94.8	120.7	140.5	150.7
	-2.4%	-6.2%	0.9%	-1.5%	-2.5%	-2.8%	0.3%	-24.5%	27.3%	16.4%	7.2%
Products for lip care	91.7	89.6	87.7	95.6	102.7	101.5	103.0	48.8	60.1	84.4	103.9
	-5.5%	-2.2%	-2.2%	9.0%	7.4%	-1.2%	1.5%	-52.7%	23.2%	40.5%	23.2%
Products for hand care	42.8	37.7	33.3	29.5	25.1	23.0	20.0	15.3	17.4	17.7	16.9
	-7.4%	-12.0%	-11.5%	-11.5%	-15.0%	-8.4%	-13.1%	-23.2%	13.6%	1.5%	-4.6%
Products for body care	153.3	138.4	138.8	132.1	134.0	128.1	126.1	94.8	106.9	115.5	128.0
	-10.2%	-9.7%	0.3%	-4.8%	1.5%	-4.4%	-1.5%	-24.8%	12.8%	8.0%	10.9%
Products for body hygiene	36.5	32.3	31.1	28.8	26.6	24.5	24.2	25.8	25.5	25.7	23.3
	-11.1%	-11.5%	-3.7%	-7.5%	-7.5%	-7.8%	-1.5%	6.6%	-0.9%	0.8%	-9.4%
Products for oral hygiene	4.3	4.3	4.3	4.3	4.3	4.3	4.2	4.2	4.6	4.2	4.1
	0.0%	0.0%	-0.3%	0.0%	0.1%	0.2%	-0.5%	0.0%	8.9%	-8.4%	-2.2%
Skin-cleansing products for children	4.7	4.7	4.7	4.7	4.7	4.7	4.6	4.2	4.4	4.6	4.6
	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	-1.5%	-8.7%	4.4%	4.4%	0.2%
Products for men	41.0	39.2	39.1	38.4	37.5	37.5	37.7	31.6	36.0	38.1	40.7
	-7.9%	-4.3%	-0.3%	-1.8%	-2.5%	0.1%	0.7%	-16.2%	13.7%	5.9%	7.0%
Alcohol-based perfume products	777.1	780.3	796.8	808.1	790.1	819.3	844.9	635.3	797.9	961.0	1094.9
	-1.8%	0.4%	2.1%	1.4%	-2.2%	3.7%	3.1%	-24.8%	25.6%	20.4%	13.9%
Gift sets	105.1	98.5	103.8	107.2	111.7	113.1	116.7	92.0	109.8	124.3	149.9
	4.6%	-6.3%	5.4%	3.2%	4.3%	1.2%	3.2%	-21.2%	19.3%	13.2%	20.6%

BEAUTY STORES - Actual values and annual percentage changes

Retail prices VAT included – figures in € millions

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Cosmetic products – total	**2435.5**	**2368.0**	**2390.2**	**2587.0**	**2539.9**	**2548.1**	**2592.8**	**1795.7**	**2138.1**	**2336.5**	**2532.3**
	-4.6%	-2.8%	0.9%	8.2%	-1.8%	1.5%	2.2%	-26.0%	21.3%	18.1%	14.2%
Hair and scalp care	66.3	60.2	53.7	53.5	48.3	44.5	43.1	33.2	35.6	40.4	44.0
	-9.9%	-9.1%	-10.8%	-0.4%	-9.6%	-6.9%	-2.6%	-17.7%	9.0%	22.9%	14.7%
Facial care products	462.6	457.6	465.2	510.9	515.2	523.4	543.2	389.6	459.5	480.3	501.7
	-4.1%	-1.1%	1.7%	9.8%	0.8%	2.7%	4.3%	-23.4%	20.1%	13.0%	10.1%
Face make-up products	213.1	206.5	207.4	228.7	220.4	216.3	219.4	129.1	145.4	176.6	230.3
	-6.2%	-3.1%	0.4%	10.3%	-3.6%	-0.8%	1.9%	-37.1%	14.7%	31.2%	37.4%
Make-up sets	32.6	33.1	33.3	36.2	36.7	44.3	43.6	29.3	35.8	41.3	39.1
	4.3%	1.6%	0.6%	8.6%	1.6%	22.0%	-1.1%	-28.3%	24.5%	24.5%	0.0%
Products for eyes	168.5	157.8	159.3	168.2	162.2	155.9	155.6	110.0	137.5	148.1	150.7
	-3.5%	-6.4%	1.0%	5.6%	-3.6%	-2.8%	0.3%	-24.5%	27.3%	16.4%	7.2%
Products for lip care	108.9	106.3	104.1	121.7	129.3	126.4	127.7	56.6	68.4	88.9	103.9
	-6.6%	-2.3%	-2.1%	16.9%	6.2%	-1.2%	1.5%	-52.7%	23.2%	40.5%	23.2%
Products for hand care	50.8	44.7	39.6	37.6	31.6	28.6	24.7	17.8	19.8	18.6	16.9
	-8.4%	-12.1%	-11.4%	-5.1%	-16.0%	-8.4%	-13.1%	-23.2%	13.6%	1.5%	-4.6%
Products for body care	182.1	164.1	164.8	168.2	168.8	159.5	156.3	110.0	121.8	121.7	128.0
	-11.3%	-9.9%	0.4%	2.1%	0.3%	-4.4%	-1.5%	-24.8%	12.8%	8.0%	10.9%
Products for body hygiene	43.4	38.3	36.9	36.6	33.5	30.6	29.9	29.9	29.1	27.1	23.3
	-12.1%	-11.6%	-3.6%	-0.8%	-8.5%	-7.8%	-1.5%	6.6%	-0.9%	0.8%	-9.4%
Products for oral hygiene	5.1	5.1	5.0	5.4	5.4	5.3	5.3	4.9	5.3	4.5	4.1
	-1.2%	-0.2%	-0.2%	7.2%	-1.0%	0.2%	-0.5%	0.0%	8.9%	-8.4%	-2.2%
Skin-cleansing products for children	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	2.0	3.0	4.0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	-1.5%	-8.7%	4.4%	4.4%	0.2%
Products for men	48.7	46.5	46.4	48.9	47.2	46.7	46.8	36.7	41.0	40.1	40.7
	-9.0%	-4.5%	-0.2%	5.4%	-3.5%	0.1%	0.7%	-16.2%	13.7%	5.9%	7.0%
Alcohol-based perfume products	923.2	925.5	945.8	1028.8	994.7	1020.0	1046.8	736.9	908.8	1012.9	1094.9
	-3.0%	0.3%	2.2%	8.8%	-3.3%	3.7%	3.1%	-24.8%	25.6%	20.4%	13.9%
Gift sets	124.9	116.8	123.2	136.4	140.7	140.8	144.6	106.7	125.0	131.0	149.9
	3.4%	-6.4%	5.5%	10.7%	3.1%	1.2%	3.2%	-21.2%	19.3%	13.2%	20.6%

MASS MARKET - Historical values and annual percentage changes

Retail prices VAT included – figures in € millions

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Cosmetic products – total	**4,532.0**	**4,432.4**	**4,514.0**	**4,507.1**	**4,579.6**	**4,641.5**	**4,684.4**	**4,394.2**	**4,544.2**	**4,818.9**	**5,217.5**
	-0.9%	-2.2%	1.3%	-0.8%	1.4%	1.0%	0.8%	-6.3%	3.5%	6.0%	8.3%
Hair and scalp care	774.0	748.7	739.0	704.2	699.6	699.0	700.3	732.1	709.0	731.7	792.5
	-0.5%	-3.3%	-1.3%	-4.7%	-0.7%	-0.1%	0.2%	4.5%	-3.2%	3.2%	8.3%
Facial care products	454.3	444.8	441.1	436.3	448.5	458.3	465.8	406.2	435.3	447.4	480.2
	2.2%	-2.1%	-0.8%	-1.1%	2.8%	2.2%	1.7%	-12.8%	7.2%	2.8%	7.3%
Face make-up products	258.1	258.7	272.0	296.6	310.0	327.8	328.1	252.0	266.7	324.7	364.5
	-4.4%	0.2%	5.1%	9.1%	4.5%	5.7%	0.1%	-23.2%	13.7%	13.3%	12.3%
Make-up sets	13.8	13.8	13.3	16.5	16.6	17.4	17.4	15.4	15.5	15.7	16.3
	20.2%	-0.1%	-3.5%	23.8%	0.3%	5.0%	0.2%	-11.9%	1.2%	0.7%	4.3%
Products for eyes	295.1	289.1	320.0	334.2	344.9	360.0	364.0	294.5	338.5	374.0	402.5
	-0.9%	-2.0%	10.7%	4.4%	3.2%	4.4%	1.1%	-19.1%	14.9%	10.5%	7.6%
Products for lip care	210.6	200.7	222.5	238.2	250.8	261.4	278.7	210.2	229.0	262.3	288.8
	-7.1%	-4.7%	10.8%	7.1%	5.3%	4.2%	6.6%	-24.6%	9.0%	14.5%	10.1%
Products for hand care	166.9	162.7	161.4	154.8	152.5	154.6	153.3	129.0	141.8	151.5	159.5
	-3.3%	-2.5%	-0.8%	-4.1%	-1.4%	1.3%	-0.8%	-15.9%	9.9%	6.8%	5.3%
Products for body care	717.3	691.7	710.8	698.9	719.0	716.9	717.6	683.4	711.4	784.2	861.6
	-1.0%	-3.6%	2.8%	-1.7%	2.9%	-0.3%	0.1%	-4.8%	4.1%	10.2%	9.9%
Products for body hygiene	668.4	655.0	662.4	651.6	652.2	655.7	656.3	707.2	687.6	708.2	757.5
	-1.6%	-2.0%	1.1%	-1.6%	0.1%	0.5%	0.1%	7.8%	-2.8%	3.0%	7.0%
Products for oral hygiene	478.4	480.6	487.7	489.1	487.2	487.8	495.2	503.6	501.7	516.5	570.3
	0.8%	0.5%	1.5%	0.3%	-0.4%	0.1%	1.5%	1.7%	-0.4%	2.9%	10.4%
Skin-cleansing products for children	195.1	186.0	181.3	176.0	177.8	173.0	169.9	153.5	152.8	159.8	162.8
	-5.6%	-4.7%	-2.5%	-2.9%	1.0%	-2.7%	-1.8%	-9.6%	-0.5%	4.6%	1.9%
Products for men	110.7	104.4	101.3	99.5	97.2	94.0	91.4	85.1	85.8	88.6	92.0
	-4.2%	-5.7%	-3.0%	-1.8%	-2.4%	-3.2%	-2.8%	-6.9%	0.9%	3.2%	3.8%
Alcohol-based perfume products	174.7	181.7	187.5	197.7	209.6	221.8	232.2	208.5	235.1	240.0	254.5
	2.6%	4.0%	3.2%	5.5%	6.0%	5.9%	4.7%	-10.2%	12.8%	2.3%	5.9%
Gift sets	14.6	13.4	13.6	13.4	13.6	13.8	14.0	13.5	14.0	14.2	14.5
	18.8%	-8.1%	1.2%	-1.1%	0.8%	1.7%	1.9%	-4.0%	3.5%	1.9%	1.9%

MASS MARKET - Actual values and annual percentage changes

Retail prices VAT included – figures in € millions

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Cosmetic products – total	5,384.0	5,255.6	5,358.1	5,737.6	5,765.7	5,778.6	5,804.0	5,097.3	5,175.9	5,079.1	5,217.5
	-2.3%	-2.4%	2.0%	7.1%	0.5%	1.0%	0.8%	-6.3%	3.5%	6.0%	8.3%
Hair and scalp care	919.5	887.9	877.2	896.5	880.9	870.2	867.7	849.2	807.5	771.2	792.5
	-1.6%	-3.4%	-1.2%	2.2%	-1.7%	-0.1%	0.2%	4.5%	-3.2%	3.2%	8.3%
Facial care products	539.7	527.5	523.6	555.4	564.7	570.5	577.2	471.2	495.8	471.5	480.2
	1.0%	-2.3%	-0.7%	6.1%	1.7%	2.2%	1.7%	-12.8%	7.2%	2.8%	7.3%
Face make-up products	306.6	306.8	322.8	377.6	390.3	408.1	406.5	292.4	326.5	342.2	364.5
	-5.5%	0.1%	5.2%	17.0%	3.4%	5.7%	0.1%	-23.2%	13.7%	13.3%	12.3%
Make-up sets	16.4	16.4	15.8	21.0	20.9	21.7	21.6	17.8	17.7	16.5	16.3
	18.8%	-0.3%	-3.4%	32.7%	-0.8%	5.0%	0.2%	-11.9%	1.2%	0.7%	4.3%
Products for eyes	350.5	342.9	379.9	425.4	434.3	448.2	450.9	341.7	385.6	394.2	402.5
	-2.1%	-2.2%	10.8%	12.0%	2.1%	4.4%	1.1%	-19.1%	14.9%	10.5%	7.6%
Products for lip care	250.2	238.1	264.1	303.3	315.8	325.5	345.4	243.8	260.8	276.4	288.8
	-8.2%	-4.9%	10.9%	14.8%	4.1%	4.2%	6.6%	-24.6%	9.0%	14.5%	10.1%
Products for hand care	198.3	192.9	191.6	197.0	192.1	192.4	190.0	149.6	161.5	159.6	159.5
	-4.4%	-2.7%	-0.7%	2.8%	-2.5%	1.3%	-0.8%	-15.9%	9.9%	6.8%	5.3%
Products for body care	852.1	820.4	843.7	889.6	905.2	892.5	889.1	792.8	810.3	826.5	861.6
	-2.2%	-3.7%	2.8%	5.4%	1.8%	-0.3%	0.1%	-4.8%	4.1%	10.2%	9.9%
Products for body hygiene	794.0	776.9	786.3	829.5	821.2	816.4	813.1	820.4	783.2	746.4	757.5
	-2.7%	-2.2%	1.2%	5.5%	-1.0%	0.5%	0.1%	7.8%	-2.8%	3.0%	7.0%
Products for oral hygiene	568.3	570.0	578.9	622.6	613.4	607.3	613.6	584.2	571.5	544.4	570.3
	-0.3%	0.3%	1.6%	7.6%	-1.5%	0.1%	1.5%	1.7%	-0.4%	2.9%	10.4%
Skin-cleansing products for children	231.8	220.6	215.2	224.1	223.9	215.4	210.5	178.1	174.0	168.4	162.8
	-6.7%	-4.8%	-2.5%	4.1%	-0.1%	-2.7%	-1.8%	-9.6%	-0.5%	4.6%	1.9%
Products for men	131.5	123.9	120.2	126.7	122.3	117.1	113.3	98.7	97.7	93.4	92.0
	-5.3%	-5.8%	-2.9%	5.3%	-3.4%	-3.2%	-2.8%	-6.9%	0.9%	3.2%	3.8%
Alcohol-based perfume products	207.5	215.5	222.5	251.7	263.8	276.2	287.8	241.8	267.8	253.4	254.5
	1.4%	3.8%	3.3%	13.1%	4.8%	5.9%	4.7%	-10.2%	12.8%	2.3%	5.9%
Gift sets	17.4	15.9	16.1	17.1	17.1	17.2	17.4	15.6	15.9	15.0	14.5
	17.5%	-8.3%	1.3%	6.1%	-0.3%	1.7%	1.9%	-4.0%	3.5%	1.9%	1.9%

DIRECT AND PROFESSIONAL CHANNELS - Historical values and annual percentage changes

Retail prices VAT included – figures in € millions

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Total - direct sales	**579.7**	**631.4**	**686.7**	**745.0**	**815.8**	**876.7**	**980.2**	**1,044.7**	**1,215.5**	**1,336.4**	**1,463.7**
	11.5%	8.9%	8.8%	8.5%	9.5%	7.5%	11.8%	6.6%	16.4%	9.9%	9.5%
Direct sales: door-to-door and mail-order sales	503.3	520.9	503.0	483.9	494.5	484.6	482.2	337.5	344.3	348.4	352.2
	5.4%	3.5%	-3.4%	-3.8%	2.2%	-2.0%	-0.5%	-30.0%	2.0%	1.2%	1.1%
E-commerce	76.3	110.5	183.8	261.1	321.3	392.1	498.0	707.2	871.2	988.0	1,111.5
	81.0%	44.7%	66.4%	42.1%	23.1%	22.0%	27.0%	42.0%	23.2%	13.4%	12.5%

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2012
Total - professional channels	**827.8**	**798.0**	**778.2**	**788.5**	**804.6**	**808.6**	**822.2**	**621.8**	**683.6**	**756.8**	**795.2**
	-7.5%	-3.6%	-2.5%	1.3%	2.0%	0.5%	1.7%	-24.4%	9.9%	10.7%	5.1%
Sales to beauty institutes and beauticians	240.1	231.1	223.7	228.4	233.9	235.1	237.2	168.4	184.4	196.2	206.6
	-5.5%	-3.7%	-3.2%	2.1%	2.4%	0.5%	0.9%	-29.0%	9.5%	6.4%	5.3%
Hairdressing	587.7	566.9	554.5	560.1	570.7	573.6	585.0	453.4	499.2	560.6	588.6
	-8.4%	-3.6%	-2.2%	1.0%	1.9%	0.5%	2.0%	-22.5%	10.1%	12.3%	5.0%

DIRECT AND PROFESSIONAL CHANNELS - Actual values and annual percentage changes

Retail prices VAT included – figures in € millions

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Total - direct sales	**688.6**	**748.8**	**815.2**	**948.3**	**1,027.1**	**1,091.5**	**1,214.4**	**1,211.8**	**1,384.4**	**1,408.5**	**1,463.7**
	10.2%	8.7%	8.9%	16.3%	8.3%	7.5%	11.8%	6.6%	16.4%	9.9%	9.5%
Direct sales: door-to-door and mail-order sales	598.0	617.8	597.0	616.0	622.5	603.3	597.4	391.5	392.1	367.2	352.2
	4.2%	3.3%	-3.4%	3.2%	1.1%	-2.0%	-0.5%	-30.0%	2.0%	1.2%	1.1%
E-commerce	90.7	131.0	218.1	332.4	404.6	488.2	617.0	820.3	992.3	1,041.3	1,111.5
	78.8%	44.5%	66.5%	52.4%	21.7%	22.0%	27.0%	42.0%	23.2%	13.4%	12.5%

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Total - professional channels	**983.4**	**946.4**	**923.8**	**1,003.7**	**1,013.0**	**1,006.7**	**1,018.7**	**721.3**	**778.6**	**797.7**	**795.2**
	-8.6%	-3.8%	-2.4%	8.7%	0.9%	0.5%	1.7%	-24.4%	9.9%	10.7%	5.1%
Sales to beauty institutes and beauticians	285.2	274.1	265.5	290.8	294.5	292.7%	293.9	195.3	210.0	206.8	206.6
	-6.6%	-3.9%	-3.1%	9.5%	1.3%	0.5%	0.9%	-29.0%	9.5%	6.4%	5.3%
Hairdressing	698.2	672.3	658.2	713.0	718.5	714.1	724.9	525.9	568.6	590.9	588.6
	-9.4%	-3.7%	-2.1%	8.3%	0.8%	0.5%	2.0%	-22.5%	10.1%	12.3%	5.0%

DEVELOPMENTS IN EXPORTS OF ITALIAN COSMETICS THROUGHOUT THE WORLD

Historical values and annual percentage changes - Values in € millions, data from ISTAT

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Total – exports	**3,530.8**	**3,697.0**	**4,233.1**	**4,778.9**	**4,982.0**	**5,173.8**	**5,214.9**	**4,348.0**	**4,947.2**	**5,859.4**	**7,041.0**
	11.1%	4.8%	14.4%	13.1%	7.1%	5.7%	0.8%	-16.7%	13.8%	18.5%	20.2%
Products for hair care	680.1	724.1	820.7	872.8	955.6	1,005.3	1,046.9	963.7	1,105.3	1,290.2	1,399.3
	6.7%	6.5%	13.3%	6.3%	9.5%	5.2%	4.1%	-7.9%	14.7%	16.7%	8.5%
Products for make-up	560.8	631.2	744.8	922.9	1,002.6	1,035.3	1,028.0	700.8	794.1	952.9	1,104.9
	10.4%	12.5%	18.0%	23.9%	8.6%	3.3%	-0.7%	-31.8%	13.3%	20.0%	16.0%
Facial and body care products	727.3	733.8	870.5	1,049.1	991.7	1,062.9	1,096.1	970.1	1,146.6	1,325.6	1,604.9
	4.7%	0.9%	18.6%	20.5%	-5.5%	7.2%	3.1%	-11.5%	18.2%	15.6%	21.1%
Personal cleansing	376.0	396.4	456.7	469.5	492.7	476.4	400.8	334.0	316.9	348.6	367.9
	28.3%	5.4%	15.2%	2.8%	4.9%	-3.3%	-15.9%	-16.7%	-5.1%	10.0%	5.5%
Oral hygiene	158.8	172.5	184.6	202.5	215.0	218.5	232.5	242.5	239.1	241.7	290.5
	27.9%	8.6%	7.0%	9.7%	6.1%	1.6%	6.4%	4.3%	-1.4%	1.1%	20.2%
Products for men	42.5	48.0	44.1	48.3	51.2	47.0	43.1	34.9	39.5	40.8	46.0
	-15.6%	12.9%	-8.1%	9.5%	6.0%	-8.2%	-8.2%	-19.2%	13.4%	3.1%	12.9%
Alcohol-basedperfumeproducts	868.9	864.8	966.2	1,057.2	1,126.2	1,187.2	1,225.3	954.1	1,172.2	1,483.2	2,024.4
	11.8%	-0.5%	11.7%	9.4%	6.5%	5.4%	3.2%	-22.1%	22.9%	26.5	36.5%
Other products	116.5	126.3	145.4	156.7	147.0	141.2	142.0	147.8	133.4	176.4	203.0
	17.3%	8.4%	15.1%	7.8%	-6.1%	-4.0%	0.6%	4.1%	-9.8%	32.2%	15.1%

DEVELOPMENTS IN IMPORTS OF ITALIAN COSMETICS THROUGHOUT THE WORLD

Historical values and annual percentage changes – Values in € millions, data from ISTAT

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Total imports	**2,053.9**	**2,097.8**	**2,253.7**	**2,459.5**	**2,468.0**	**2,406.5**	**2,505.5**	**2,087.8**	**2,267.0**	**2,646.5**	**2,950.5**
	1.6%	1.9%	7.6%	9.9%	3.9%	-0.7%	3.7%	-16.4%	8.8%	16.9%	11.5%
Products for hair care	293.4	301.3	304.8	313.0	317.5	292.3	325.9	307.9	309.4	338.2	325.1
	-0.4%	2.7%	1.2%	2.7%	1.4%	-7.9%	11.5%	-5.5%	0.5%	9.3%	-3.9%
Products for make-up	268.1	274.6	333.8	362.6	384.6	319.9	331.1	249.3	252.1	282.1	356.8
	-0.6%	2.4%	21.6%	8.6%	6.1%	-16.8%	3.5%	-24.7%	1.1%	11.9%	26.5
Products for body care	623.4	633.8	676.2	751.3	713.6	765.7	772.0	672.6	742.0	889.3	1,085.4
	3.9%	1.7%	6.7%	11.1%	-5.0%	7.3%	0.8%	-12.9%	10.3%	19.8%	22.1%
Personal cleansing	151.8	147.1	163.4	185.5	168.8	168.7	170.1	142.0	150.6	173.4	187.2
	4.9%	-3.1%	11.1%	13.5%	-9.0%	0.0%	0.8%	-16.5%	6.0%	15.1%	8.0%
Oral hygiene	161.8	139.6	146.2	151.1	145.7	135.8	149.2	129.3	132.8	155.5	166.7
	15.3%	-13.8%	4.7%	3.3%	-3.6%	-6.7%	9.8%	-13.3%	2.7%	17.1%	7.2%
Products for men	28.3	30.7	31.9	32.1	37.9	30.3	25.1	23.6	21.7	22.7	18.6
	-14.1%	8.6%	3.7%	0.5%	18.4%	-20.0%	-17.2%	-5.9%	-8.1%	4.6%	-18.2%
Alcohol-basedperfumeproducts	441.1	488.5	515.4	576.4	587.8	612.6	630.7	485.9	580.3	716.9	726.6
	-3.9%	10.8%	5.5%	11.8%	2.0%	4.2%	3.0%	-23.0%	19.4%	23.5%	1.4%
Other products	85.9	82.2	81.9	87.5	112.1	81.1	101.4	77.2	78.0	68.5	84.1
	-0.9%	-4.3%	-0.4%	6.9%	28.0%	-27.7%	25.1%	-23.9%	1.1%	-12.1%	22.7%

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