

Colour Cosmetics in Italy

May 2024

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2023 DEVELOPMENTS

Colour cosmetics sees strong growth as consumers return to busier lives away from the home

Lip products and facial make-up show steady growth during the first mask-free year

Cosnova continues to strengthen its share in Italy thanks to its offer of affordable quality

PROSPECTS AND OPPORTUNITIES

Volume sales to return to pre-pandemic levels in the short term while fashion brands should bring renewed energy to the premium segment

Multipurpose products set to gain further share as consumers look for value and convenience

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DISCLAIMER

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