



# Hair Care in Italy

May 2024

Table of Contents

## Hair Care in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Price hikes boost value growth in 2023 but negatively impact volume sales

New product launches target growing skinification trend

L'Oréal remains the biggest company in hair care but Pantene remains the leading brand thanks to strong investment in new product development

#### PROSPECTS AND OPPORTUNITIES

Hair care set to see moderate volume growth in the forecast period

Styling agents and colourants likely to struggle for growth

Sustainability concerns set to drive new product development and innovation over the forecast period

#### CATEGORY DATA

Table 1 - Sales of Hair Care by Category: Value 2018-2023

Table 2 - Sales of Hair Care by Category: % Value Growth 2018-2023

Table 3 - Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Table 4 - NBO Company Shares of Hair Care: % Value 2019-2023

Table 5 - NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 6 - LBN Brand Shares of Hair Care: % Value 2020-2023

Table 7 - LBN Brand Shares of Colourants: % Value 2020-2023

Table 8 - LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 9 - LBN Brand Shares of Styling Agents: % Value 2020-2023

Table 10 - LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 11 - Forecast Sales of Hair Care by Category: Value 2023-2028

Table 12 - Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 13 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

## Beauty and Personal Care in Italy - Industry Overview

### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

Italian consumers prioritise gratification in beauty and price in personal care

Competitive landscape

Retailing developments

What next for beauty and personal care?

### MARKET DATA

Table 14 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 15 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 16 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 17 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 18 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 19 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 20 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 21 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 22 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 23 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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