

Oral Care in Italy

May 2024

Table of Contents

Oral Care in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Oral care shows strong value growth on the back of high price increases

Sales of electric toothbrushes continue to be impacted by challenging economic conditions

Health-focused consumers prioritise quality in toothpaste and price in other categories

PROSPECTS AND OPPORTUNITIES

Improving oral care routines set to drive volume growth in the coming years

Electric toothbrushes to recover and drive growth over the forecast period with a focus on innovation and new technology Innovation expected to focus on preventative health and holistic beauty

CATEGORY DATA

- Table 1 Sales of Oral Care by Category: Value 2018-2023
- Table 2 Sales of Oral Care by Category: % Value Growth 2018-2023
- Table 3 Sales of Toothbrushes by Category: Value 2018-2023
- Table 4 Sales of Toothbrushes by Category: % Value Growth 2018-2023
- Table 5 Sales of Toothpaste by Type: % Value Breakdown 2019-2023
- Table 6 NBO Company Shares of Oral Care: % Value 2019-2023
- Table 7 LBN Brand Shares of Oral Care: % Value 2020-2023
- Table 8 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2020-2023
- Table 9 LBN Brand Shares of Toothpaste: % Value 2020-2023
- Table 10 Forecast Sales of Oral Care by Category: Value 2023-2028
- Table 11 Forecast Sales of Oral Care by Category: % Value Growth 2023-2028
- Table 12 Forecast Sales of Toothbrushes by Category: Value 2023-2028
- Table 13 Forecast Sales of Toothbrushes by Category: % Value Growth 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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/oral-care-in-italy/report.