

## Beauty and Personal Care Retailing - Italy - January 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Italy’s BPC market is going through a period of change. The independents and regional chains are losing market share, whilst the leading specialists are capturing more spending as they continue to expand their geographical coverage.”

– **Samantha Dover, Senior Retail Analyst**

This report looks at the following areas:

- How can retailers better utilise the online channel?
- How can retailers offset intense price competition?

As economic growth appears to have once again slowed, the Italian retail market has remained challenging. In 2018, Mintel estimates that consumer spending on beauty and personal care (BPC) products rose just 1.8%. Meanwhile, retail sales through Health & Beauty (H&B) specialists are estimated to have fallen 1.3%. However, the leading players have been resistant to this trend, with many seeing robust growth.

The trends that are set to shape the market going forward are the continued price-sensitivity amongst consumers, the rising influence of online content on buying behaviour and the growing demand more sustainable BPC products.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The facts  
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How can retailers offset intense price competition?  
The facts  
The implications

### The Market – What You Need to Know

BPC spending continues to rise  
Beauty outperforms personal care  
Sales through specialist retailers down

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BPC inflation remains low

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Retail offering

### Yves Rocher

What we think

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