

Beauty and Personal Care Retailing - Italy - January 2018

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“Although the Italian BPC market remains fragmented, there is ongoing consolidation in the market as a number of the leading specialists strengthen their position. As the economy continues to recover, there will be new opportunities for retailers to capture increased spending on beauty and personal care.”

– Samantha Dover, Retail Analyst

This report looks at the following areas:

Italy remains one of Western Europe’s most engaged BPC markets, with consumers in Italy continuing to show high levels of purchasing. Consumer research for this report found that 95% of Italian consumers had purchased personal care products in the last year, whilst 80% had bought beauty products. This high level of purchasing means Italian BPC consumers are more considered in their purchases and our research found an underlying demand for more information, provenance, and transparency in the market.

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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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#kikotrendsetters

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