Annual Report

54th analysis of the cosmetics industry and consumption in Italy in 2021

COSMETICA ITALIA
the personal care association

METHODOLOGY

In relation to production values, that is the global turnover of the cosmetic companies, the Research Unit used the values from the ISTAT panel but, above all, collected and reworked the figures from the financial statements of companies. The constant refining of these bases led to a significant increase in the value of sales, which was revised in previous years to allow comparability over time. As far as market, distribution and product values are concerned, the Research Unit analysed and revised the data based on the categories of Cosmetica Italia, completing them with the NPD, IQVIA, Nielsen, Human Highway, MeTMi and other surveys, integrating the databases with the references defined with the companies within the individual groups. The Research Unit processed the final data, allowing the comparison and remodulation of the historical bases and verifies the congruity of the trends in light of the changes in the distribution channels.

“ Introduction

The Annual Report, now in its 54th edition, is an important moment in the life of the Cosmetica Italia Association. Presented during the annual general meeting, on 29 June 2022, the Report covers a number of statistical and economic assessments, but above all provides an in-depth look at the characteristics of the cosmetic industry at a certain time in history.
And now, more than even before, the socio-economic changes affecting not only Italy but the entire global community, are having an impact on evaluations, helping to understand the dynamics taking place between 2021 and 2022 and prospects and difficulties in the medium/long term. Besides the negative effects of the continuing Russia/Ukraine conflict and strong tensions regarding commodities, procurement difficulties and related price increases, along with an increasingly higher pressure of energy costs, have all had a clear impact on the entire manufacturing industry, also affecting the cosmetics industry.
While the previous Annual Report presented the negative effects of the COVID-19 pandemic, this year’s Report highlights the rapid growth of both the cosmetics industry and market, with economic trends picking up, and even recovering, compared to the profound changes that took place in 2020. The Italian cosmetics industry has shown its ability to react and align with changes in purchasing trends, in a far superior way compared to other national consumer goods’ sectors.
The figures for 2021 presented in the Annual Report, despite the tensions that came to the surface at the end of the year, and that have certainly affected 2022 trends, confirm the healthy status of an industry that has reasserted its ability not only to stand up to the economic crisis, but above all to react and align with the new purchasing trends of consumers both in Italy and abroad:

- production, which increased by nearly 10%, exceeded €11.8 billion;
- exports, which account for 41% of production, went up by nearly 14%, with a figure exceeding €4.8 billion, recouping important levels of competitiveness;
- the trade balance, which increased considerably, exceeded €2.7 billion;
- the domestic market, which gained ground considerably, up by +8.8%, recorded a figure of over €10.6 billion.

We have realised just how much the current situation is affecting industry economics, so forecasts for the end of 2022, with a turnover exceeding €12.1 billion and an increase of nearly 3%, also take account of the new economic and social scenario. In fact, while projections confirm a positive trend, and a growth also in consumption, the uncertainties identified still call for extreme caution in defining future prospects. However, we would like to point out that despite the uncertainty of the reference scenario, and the considerable changes affecting purchasing habits, cosmetic industries have taken a number of measures and initiatives to intercept new consumer trends, while also dealing with the economic difficulties.
THIS confirms the value of an industry that, besides taking on board scenario difficulties and the macro-economic situation, is able to look forwards, to invest in new innovation activities, and can understand how competitiveness can be achieved through actions that do not affect the production chain in general, but reflect, to an even greater extent, the values of the cosmetics industry as a whole.

June 2022

Renato Ancorotti
President, Cosmetica Italia ”

1 Scenarios in the cosmetics industry

Considerations on the economic scenario of the Italian cosmetics industry, at the end of 2021, take account of the positive developments after the crises related to the 2020 pandemic, but should also consider the tensions taking place due to rising commodity prices and increases in energy costs. As is tradition, the 54th edition of the Annual Report of Cosmetica Italia illustrates the economic trends of the year that has just ended, but also reports on the phenomena affecting 2022, and namely the Russia/Urkaine conflict.
In the previous Report, we referred to the exceptional nature of a year heavily affected by the pandemic, to the extent that the trend after February 2020 was considered to be temporary.

In returning to a "new normal" and to production and market levels closed to the pre-pandemic period, the Italian cosmetics industry confirmed its level of responsible and ability to adapt, recording a 10% growth in global turnover at the end of 2021, which went up from €10.7 billion in 2020 to €11.8 billion in 2021. Exports made a positive contribution to this trend, going up by 13.8% with a value just over €4.8 billion, compared to around €4.2 billion the previous year.
In this context, a comparison between the 2021 trend and the end of 2019 would be more appropriate, to understand the extent of the COVID-19 crisis in 2020, and the strategy for development and recovery proposed by the cosmetics industry: comparing the two periods under review, global turnover fell by just over 2% and exports dropped by 2.7%. These dynamics, along with evaluations on the reference scenario recorded in the first few months of 2022, have made it possible to forecast medium term trends: in particular, 2022 will end with a growth in turnover of 2.7%, which will also be repeated in 2023, with the figure close to 3.3%. THUS, the forecast recovery of pre-crisis values during 2022 is confirmed, with €17 billion expected for the cosmetics industry and over €33 billion for the economic cosmetics respectively.

The breakdown of turnover by distribution channel on the domestic market reflects the sudden reversal in the trend between 2020 and 2021. In particular, the professional channels, hairdressing and beauty salons, reported a 20% and 25% growth respectively, thanks to their re-opening after lockdowns, with beauty salons reporting more robust figures. The recovery in turnover related to distribution in beauty stores was considerable, at over 13%, after the considerable impact in 2020 due to voluntary closures to manage reduced customer footfall during long periods of the year. The mass market and pharmacy channels, already facilitated by greater buying opportunities, reported a more normal recovery, at the end of 2021, of 2.1% and 2.6% respectively.
Turnover from direct sales was important, increasing by over 13% with a value exceeding €900 million. As regards direct sales, online sales was still the most important trend, today representing the fourth distribution channel and accounting for over 700 million of turnover in 2021. The reasons behind this dynamic lie not only in the need to purchase products from home during lockdown periods, which clearly accelerated new purchasing habits, but also in developments in e-commerce that have been taking place over the last seven years, confirming a trend that today, still seems unstoppable.
The analysis of turnover percentages by destination channel confirms intriguing new trends: the mass market still ranks first, even though it lost a few percentage points, accounting for 26.4% of turnover. The increase in exports,

which accounted for 41% of turnover, went up, while direct sales increased, thanks to e-commerce (7.2%). The pharmacy channel was stable in 2021, increasing slightly, to reach 8.1%, due to a recovery in turnover from the beauty store channel, which stood at 10.7%.

Despite scenario uncertainties, the Italian cosmetics industry has renewed its competitive positioning, thanks to its innovative formulations and the dynamic service of its manufacturers. In addition to this scenario, the industry constantly focuses on consumer trends, which have changed to an exceptional extent since the first lockdowns and are unlikely to reverse.

Cosmetics industry turnover

Values in € millions and % variations

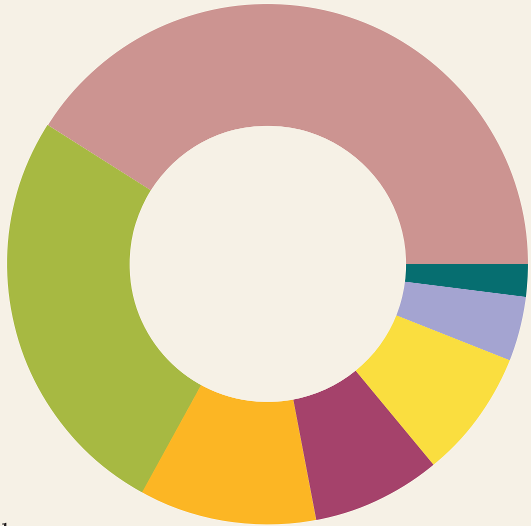
	2019	2020	2021	% change 2021/2020	% change 2021/2019	FORECASTS % change 2022/2021	FORECASTS % change 2023/2022
Turnover in Italy	7,087	6,487	6,962	7.3%	-1.8%	2.6%	2.5%
Turnover generated in traditional and digital channels:	**6,284**	**5,890**	**6,238**	**5.9%**	**-0.7%**	**2.5%**	**2.4%**
• of which in pharmacies	963	929	953	2.6%	-1.0%	1.1%	1.7%
• of which in beauty stores	1,556	1,113	1,266	13.7%	-18.6%	1.2%	1.3%
• of which in the mass market and other channels (*)	3,185	3,052	3,117	2.1%	-2.1%	1.0%	0.6%
• of which for door-to-door, mail-order and e-commerce sales	581	796	902	13.3%	55.3%	10.8%	10.6%
Turnover generated in professional channels	**802**	**597**	**724**	**21.2%**	**-9.8%**	**3.5%**	**2.9%**
• of which hairdressing salons	588	448	538	20.0%	-8.5%	3.3%	3.0%
• of which beauty salons	214	149	186	24.9%	-13.3%	3.9%	2.5%
Export (Turnover abroad)	**4,985**	**4,260**	**4,849**	**13.8%**	**-2.7%**	**3.0%**	**4.5%**
Global turnover of the cosmetics industry	12,071	10,747	11,810	9.9%	-2.2%	2.7%	3.3%

(*) includes herbalist stores and single-brand stores

Breakdown of sales for each destination channel

Values %

- Exports 41.1%
- **Mass market and other channels* 26.4%**
- Beauty stores 10.7%
- **Pharmacies 8.1%**
- Door-to-door, mail-order and e-commerce, 7.6%
- **Hairdressing 4.6%**
- Beauty salons 1.6%



41.1%	52.8%	6.1%
Export	Digital and traditional channels	Professional channels

(*) includes herbalist stores and single-brand stores

Structure of the cosmetics supply chain

Values in € millions and % variations

	Turnover 2019	Turnover 2020	Turnover 2021	var. % '21/'20	var. % '21/'19
Industry	12,071	10,747	11,810	9.9%	-2.2%
Raw materials	1,000	900	1,050	16.7%	5.0%
Machinery	313	349	366	5.0%	17.0%
Packaging	3,640	3,500	3,750	7.1%	3.0%
Value of the cosmetics supply chain	**17,024**	**15,496**	**16,976**	**9.6%**	**-0.3%**

The Italian territory

According to figures taken from ISTAT data, in 2021 the largest concentration (near to 62%) of cosmetics companies continued to be in northern Italy, in line with the percentage of the previous year.
Lombardy was still the region with the highest density of cosmetics companies, with more than 55%, followed by Emilia-Romagna with 10.3%, Veneto with 7.0%, and Tuscany with 6.0%.
Calabria, Sardinia, Molise and Valle d'Aosta have negligible figures for industrial sites; Friuli Venezia Giulia, with 1.1%, brings up the rear in the north of Italy. Although the values are not significant, small manufacturing companies started emerging in many regions, often associated with the local area and specific niche products, as in the case in Puglia and Campania.
The geographical distribution of the turnover of cosmetics companies in 2021 confirmed the strong concentration in Lombardy, with just over 67% of industry turnover, followed by Lazio with 10.9%, Emilia-Romagna with 6.0%, and Tuscany with 3.6%.
A large part of the concentration in Lombardy was due to subcontracting to numerous production facilities.
In this respect, the importance of subcontractors has particular implications for the geographical distribution of turnover.
Subcontractors generated a total turnover close of over €1,810 million (up by 8% compared to 2020), of which 76% was concentrated in Lombardy, that remained - with a value close to €1,380 million - the region with the highest production rate in the Italian industrial cosmetics system. The remaining companies were concentrated in the regions of Veneto, accounting for 8.2% and Emilia-Romagna accounting for 4.1%.

Geographical distribution of cosmetics companies in 2021

Values %

Abruzzo	**0.6%**	Molise	0.2%
Calabria	0.2%	**Piedmont**	**4.8%**
Campania	**1.3%**	Puglia	0.8%
Emilia-Romagna	10.3%	**Sardinia**	**0.2%**
Friuli-Venezia Giulia	**1.1%**	Sicily	0.6%
Lazio	4.8%	**Tuscany**	**6.0%**
Liguria	**1.9%**	Trentino-South Tyrol	1.1%
Lombardy	55.0%	**Umbria**	**1.7%**
Marche	**2.5%**	Veneto	7.0%

Top 3

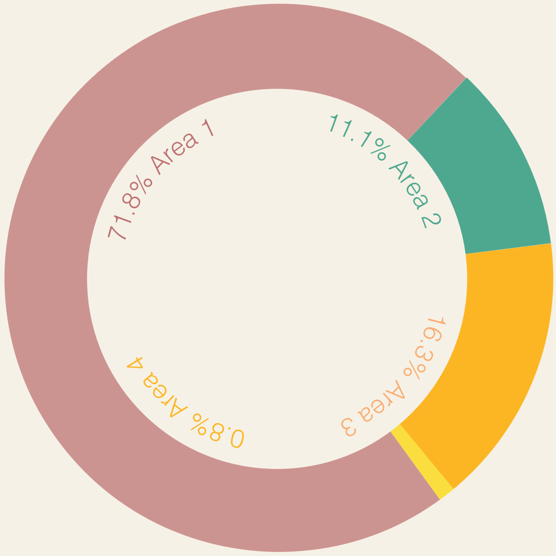
Lombardy	1
Emilia-Romagna	2
Veneto	3

Geographical distribution of the turnover of cosmetics companies in 2021

Values %

Liguria	0.2%
Lombardy	**67.2%**
Piedmont	4.3%
Aosta Valley	**0.2%**

Abruzzo	0.1%
Calabria	**0.1%**
Campania	0.3%
Molise	**0.0%**
Puglia	0.1%
Sicily	**0.2%**



Emilia-Romagna	6.0%
Friuli-Venezia Giulia	**0.5%**
Trentino-South Tyrol	0.2%
Veneto	**4.3%**

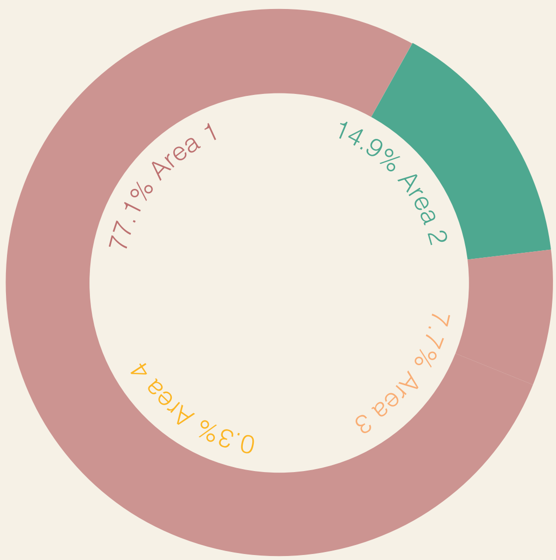
Lazio	10.9%
Marche	**0.9%**
Sardinia	0.0%
Tuscany	**3.6%**
Umbria	0.9%

Geographical distribution of the turnover of cosmetics subcontractors in 2021

Values %

Piedmont	0.9%
Lombardy	**76.1%**
Liguria	0.1%

Abruzzo	0.0%
Campania	**0.2%**
Puglia	0.1%



Emilia-Romagna	4.1%
Friuli-Venezia Giulia	**2.1%**
Trentino-South Tyrol	0.5%
Veneto	**8.2%**

Lazio	2.2%
Marche	**4.1%**
Tuscany	1.0%
Umbria	**0.1%**

Distribution channels

In late 2021, demand for cosmetics in Italy came close to pre-crisis levels, reaching €10,640 million, up by 8.8%, and with the cosmetics market coming close to 2018 levels. A full recovery is expected for the end of 2022; in fact, a comparison at present with the 2019-2021 period still shows a negative trend (-1.6%), while the 2022 forecast for the close of 2021 is expected to be around 3%.
The pandemic accelerated the contamination between traditional channels and new forms of distribution: e-commerce is increasingly integrated in traditional channel specialisations accompanying reciprocal purchasing, with an increase in touch points, from online to retail point sales.

Despite the COVID-19 crisis having a strong impact on footfall at sales points, partner research institutes have confirmed that in the first few months of 2022, nearly two out of three consumers want to visit an actual store because they can consult sales assistants and beauty consultants that steer approximately two out of five purchases.
An approach to new products, often representing own ideals and focused on the concept of sustainability, with the possibility of customisation, as well as collection, is gaining ground in younger consumer segments.
Traditional channels recovered in 2021, by nearly 8%, with a downturn of 1.2% compared to 2019: while the weaker distribution channels during the pandemic crisis were beauty stores and herbalist stores, a positive upswing in 2021, led to considerable growth. Performance in the mass market was polarised, however, with, on the one hand, hypermarkets and supermarkets recording a negative performance, and on the other hand, specialist drug stores performing exceptionally well.
Growth in online sales continued (+23.2%), exceeding €870 million. This channel is preferred by consumers, and was also a mandatory choice during the lengthy lockdowns. The statistical basis for this channel is increasingly improving.
Consumption in herbalist stores close to €380 million, went up by 13.8%, in line with other channels that were closed for lengthy periods during 2020, such as perfume stores (21.3%) which took sales to €1,877 million.
Furthermore, in 2021, the following professional channels recovered in absolute values: consumption in hairdressing salons, +21.3% for €550 million, beauty salons +25.2%, with a value of just over €210 million.
Price trends, in the framework of a general inflation in Italy which hit a record high of the last ten years in 2021, have had an impact on the non-linear recovery from the pandemic crisis; the beauty store channel reported the biggest change in prices among the various channels, +4.5%, due to reconfigurations and new products, while the alignment of other channels was more marginal.
The sudden change in buying habits has led to new behaviours and consumer options that had been put on hold during the lockdowns: an example of this trend is the concept of natural beauty, which is expanding at all levels of use, associated with the concept of sustainability, that is also gaining ground as well as an increasingly sophisticated consent in the cosmetics sector too. Minimalist beauty routines are also back in fashion, reflecting a desire to not overdo looks, but to guarantee the quality and inner confidence of users and, lastly, multi-use cosmetics have also been revalued in the post-pandemic period, thanks to a return to a daily routine less restricted by lockdown obligations.

Total cosmetic products market in 2021

Values in € millions and % variations

	2021	% change 2021/2020	% change 2021/2019	Forecasts % change 2022/2021	Forecasts % change 2023/2022
Mass market and other channels*	4,544	2.7%	-1.2%	1.5%	1.0%
Beauty stores	1,877	21.3%	-10.3%	2.0%	2.0%
Pharmacies	1,866	3.1%	-0.6%	2.0%	2.5%
E-commerce	871	23.2%	74.9%	19.5%	18.0%
Hairdressing	550	21.3%	-6.0%	3.5%	3.0%
Herbalist stores	376	13.8%	-15.8%	2.5%	2.5%
Direct sales: door-to-door and mail-order sales	344	2.0%	-28.6%	1.0%	1.0%
Beauty salons	211	25.2%	-11.1%	4.0%	3.0%
Market total	10,640	8.8%	-1.6%	3.3%	3.2%

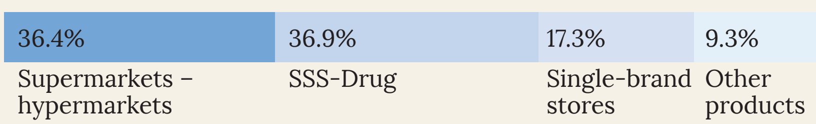
(*) includes single brand stores

Breakdown of consumption by distribution channel in 2021

Values %

- Pharmacies 17.5%
- Beauty stores 17.6%
- Mass market and other channels* 42.7%
- Herbalist stores 3.5%
- Direct sales: door-to-door and mail-order sales 3.2%
- E-commerce 8.2%
- Beauty salons 2.0%
- Hairdressing salons 5.2%

Mass market retail and other channels



(*) includes single brand stores

Trends in distribution channels

% Changes 2020-2021

Channel	Consump-tion	Quantity	Prices
Mass market and other channels*	2.7	2.2	1.5
Beauty stores	21.3	15.0	4.5
Pharmacies	3.1	2.7	1.0
E-commerce	23.2	24.5	-
Herbalist stores	13.8	11.5	1.5
Total traditional and digital channels	**7.9**	**7.2**	**1.9**
Hairdressing	21.3	18.5	1.1
Beauty salons	25.2	23.5	1.1
Direct sales: door-to-door and mail-order sales	2.0	1.7	0.5
Total direct and professional channels	**22.4**	**14.2**	**0.9**
Market total	**8.8**	**7.9**	**1.8**

(*) includes single brand stores

Developments and forecasts in cosmetics consumption pre- and post-pandemic

Values in € millions and % variations

							FORECASTS			
	2019	% change 2020/2019	2020	2021	% change 2021/2020	% change 2021/2019	2022	% change 2022/2021	2023	% change 2023/2022
Traditional and digital channels	9,994	-8.4%	9,158	9,879	7.9%	-1.2%	10,205	3.3%	10,538	3.3%
Professional channels	822	-24.4%	622	761	22.4%	-7.5%	788	3.6%	812	3.0%
Italian cosmetics market	10,817	-9.6%	9,780	10,640	8.8%	-1.6%	10,993	3.3%	11,350	3.2%

Pharmacies

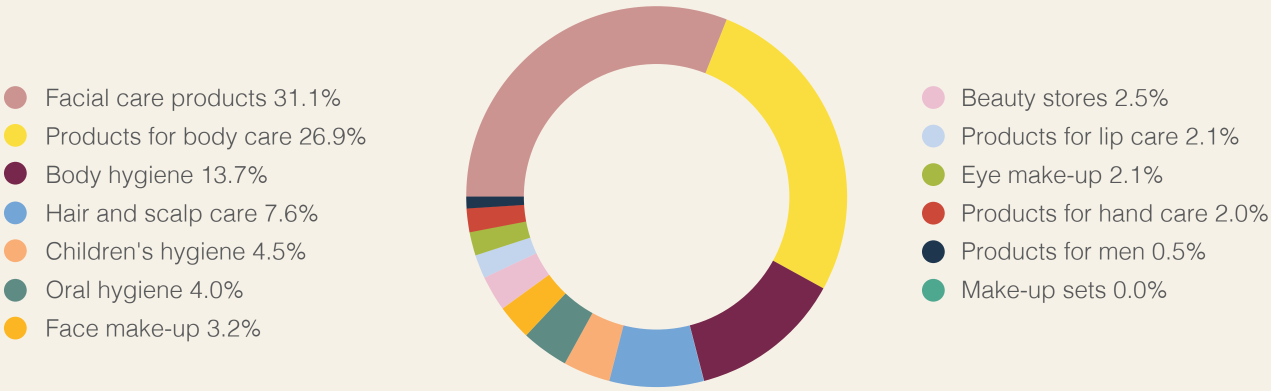
Cosmetics sales in the pharmacy channel partially picked up compared to the pre-Covid period (-3.5% in the 2020-2019 period, compared to a recovery of +3.1% in 2021-2020), with consumption at the end of 2021 standing at just under €1,870 million.
Cosmetics sold in the channel had an impact on the total market figure, and accounted for 17.5%, returning to 2019 figures (18.5% at the end of 2020). In fact, during the crisis, pharmacies were one of the facilitated channels for access to goods of primary importance, and in cross-selling strategies, cosmetics, hand gel and cosmetic skincare products boosted sales of medicinal products and the COVID testing service. Forecasts for the end of 2022 predict a value of over €1,900 million for the channel (+2%), that will go up further by 2.5% in estimates for 2023.

The crisis related to the pandemic has also left its mark on the pharmacy channel: the most important threat was from a reduced footfall, despite loyalty to the channel, which remained intact.
The changing needs of consumers and the confidence that they have in pharmacies, their levels of reliability, specialisation and care of ancillary services, are the dynamics that characterised and still explain the general stability of the channel and its, though apparently yet unexpressed, potential.
There are some concerns about the loss of the channel's identity, balanced by the presumption that the crisis could accelerate the process of rethinking and strategic repositioning of pharmacies towards cosmetics.
In fact, the online pharmacy channel accounted for 3.4% in 2019, going up to 5.8% in 2021 of total sales on the channel.
Moreover, the sales composition for concessions and parapharmacies in IQVIA data highlighted some interesting points: in drug stores, sales of facial and body care products represented nearly 58% of items sold, while in concessions, the mix was less concentrated during the pre-Covid period, while it came far closer to the mix for parapharmacies, with body care products (26.3%) just ahead of facial products (20.7%), in terms of distribution.
As regards the types of product requested in the channel, sun care products, alcohol-based perfume products and facial care products reported a recovery in 2021: this trend underscores the increasingly evident expansion of the category of cosmetics sold and new trends in consumption related to the post-pandemic period.
Besides changes related to COVID-19, a recurrent phenomenon in recent years has been the consolidation in investments in cosmetics and the specialisation of sales staff, generating a new impact on promotions and offers, with greater visibility compared to other traditional channels. In addition, an increasingly close relationship has developed between companies and pharmacists, which have worked together to invest in pharmacies' identity, positioning and customer focus.
As regards the distribution structure, there has been an increase in the density of chains, particularly virtual chains – an obvious evolutionary step compared to consortia and purchasing groups.
Recent surveys by the Research Unit point to considerable opportunities for improvement, with a view to extending the customer base: more work can be done in various clusters, especially in the over-50 age band. But without forgetting new groups, such as younger consumers, mindful of the history and sustainability of individual brands, for which the pharmacy channel could be a valid extension.

There have some distinctive characteristics of cosmetics consumption in pharmacies: the consumer is driven to choose pharmacies over beauty stores, for example, for straightforward and pragmatic reasons, although, when we imagine the future sales environment we see a functional and commercial crossover between the purely pharmaceutical area and more attractive areas dedicated to beauty products.

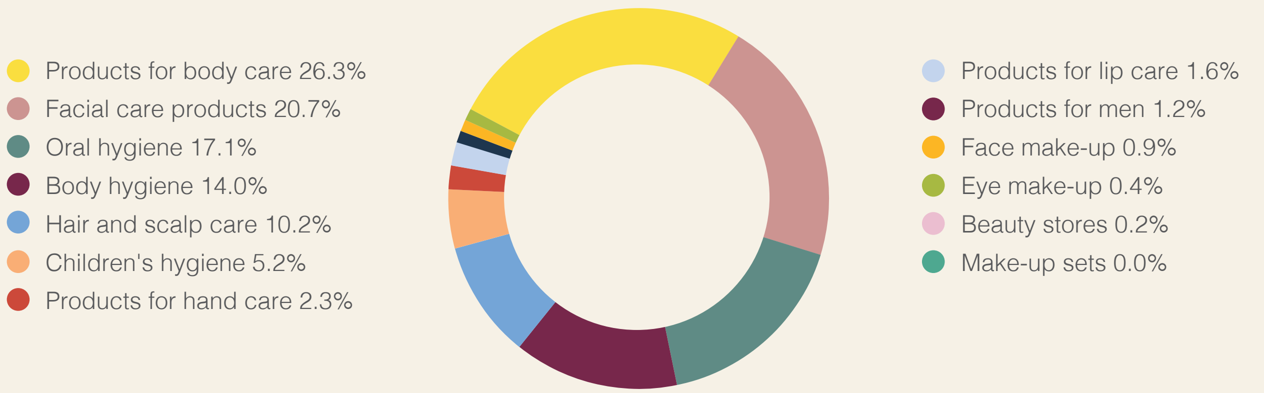
Percentage composition of sales in parapharmacies

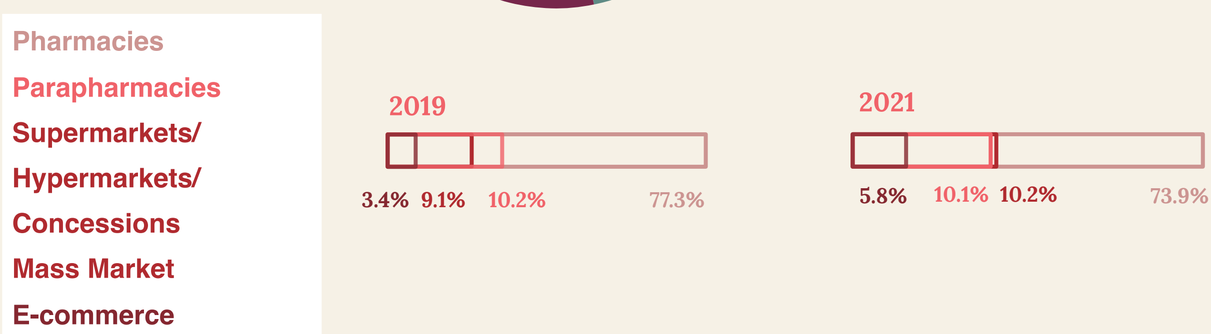
Values %



Percentage composition of sales in large retail corners

Values %





Beauty stores

At the end of 2021, the beauty store channel reported an important recovery of over 21%, for a value close to €1,880 million, affected by the very strong desire for an in-store experience, and also to have support and advice from beauty consultants about new products.
To tackle the crisis caused by COVID-19, the number of support actions – such as new launches, stock reduction and dynamic pricing policies – was increased, even though the crisis of some independent sales points continued into the first few months of 2021. More comforting news came from organised chains and some small distribution systems, which were able to highlight their exclusive, niche concepts with new distribution strategies and new investments in the channel's selective identity. In 2021, online sales also went up considerably, contributing to the increase in demand on the traditional retail channel.
During 2020, significant tensions in consumption were recorded, above all in traditional consumer beauty stores. Re-openings from the second half of the year up to the end of 2021 led to a recovery dictated by strategies integrated between physical sales points and the online channel.
It should be noted that, based on indications from partner institutes, the alcohol-based perfume sector has already reached pre-COVID consumption levels (+3% in the 2021-2019 period), driven by well-established fragrances (accounting for over 90%, with +6%), compared to new launches (just under 10%, for a reduction of 26%). Projections for the channel for 2022 and 2023 are instead stable, at +2%, despite the current scenario making it hard, if not impossible, to confirm future consumer trends.
From 2022 to the present day, the selective channel recorded a trend which went against the price positioning strategies monitored on the mass market: the typical hourglass effect of the cosmetic product offering mix lies in intermediate bands, above all regarding skincare products.
In the breakdown of the beauty store offering, the comparison with other channels shows the importance of distributed products: while in terms of weight, for example, the mass market reached 60% of value distributed with the first six products, the beauty store channel covered the same share with two items, perfumes and face creams. the pharmacy channel accounted for a similar share with three different product families.

Breakdown of online purchases in some beauty store channel retailers in 2021

Source: NPD - Values %

	2019	2021	Percentage difference between 2021 and 2019
Total web retailer beauty store purchases	100.0%	100.0%	
Perfumes	37.3%	45.1%	7.8
Make-up	27.4%	18.1%	-9.3
Facial and body skin care	32.4%	29.2%	-3.2
Hair care	2.8%	7.6%	4.7

Mass market and other channels

The mass market channel recorded an increase of 2.7% in 2021, with the value of cosmetics consumption exceeding €4,540 million.
In 2021, besides being affected by minor repercussions of the pandemic, the channel was impacted by the transformation in consumer buying options. The considerable weight in terms of volume, nearly 43% of the national market, required a strategic review of the positioning and marketing activities from companies specialising in the mass market. Indeed, considering consumption trends, it is important to observe the internal changes to different stores.
There are still significant differences in contexts, even though in general the companies dedicated to the channel have developed important investments in their ranges and have tried to optimise price positioning. The gap between sales of cosmetics in traditional hypermarkets and supermarkets (down by 3.5%) and sales in specialised stores – also referred to as "home and personal care" outlets (or the "modern channel", as some research institutes call it), which have increased by 5.7% – widened.
The growth and dynamic impact of single-brand stores before the pandemic recovered, with a 15.7% increase after lengthy lockdowns, while the decrease in self-service consumption continued, going down by 7.4%.
Although mixed trends are still observed in the various commercial outlets, the mass market in general is facing economic difficulties and pressure at various price points. This is despite its recognised ability to offer products that represent excellent value for money. The "hourglass"/polarisation phenomenon continued, consequently steering consumers towards niche products, as well as items offering a high price/quality ratio.
An analysis of large retail sales over the last two years confirms the transformation and development that have occurred within this channel, with an extremely diverse range – not just in terms of size – of retailers. The total value of this category after separating out the value represented by herbalist stores and single-brand stores was €3,760 million in 2021 (compared to €3,726 million in 2019).
As regards the average trend of individual stores over the last two years, discount stores were the exception with a value of €257 million in 2021, along with the previously mentioned self-service specialist drug stores (i.e. stores selling household and personal care products), going up from €1,581 million in 2019 to €1,679 million last year.
The largest stores - supermarkets and hypermarkets, reported a bigger drop compared to the pre-crisis period, with a contraction of 3.5%, which, with a share close to 44%, no longer represented the most important aggregate of total Italian chemists stores, now taken over by the household and personal care products sector with 44.7%.
The analysis of performance per product sold on different channels show the most evident growth from eye contour and specific area products, eye shadows, eye liners and eye pencils in the SSS-Drug sector, and depigmenting, sun care, self-tan and skin impurity products in hypermarkets and supermarkets.

Trends in consumption in mass market channels by type

Variations %

		Var %'21/'20	Var %'21/'19
Hypermarkets	Retail outlet covering a sales surface greater than or equal to 2,500 m^2	-3.5%	-3.8%
Supermarkets	Retail outlet covering a sales surface between 400 and 2,499 m^2		
Self-service	Retail outlet covering a sales surface between 100 and 399 m^2	-7.4%	-11.4%
Discount	Retail outlet characterised by an unbranded inventory	-1.3%	9.4%
Self Service Specialist Drug (SSS Drug)	Store which sells mainly household and toiletry products	5.7%	6.2%
Single-brand stores	---	15.7%	-9.8%

Large retail profiles and associated turnover of cosmetic products

Values in € millions and % variations

	Value 2019	share %	Value 2020	share %	Value 2021	share %	Change 2020/2019	Change 2021/2020	Change 2021/2019
Hypermarkets + Supermarkets	1,720	46.2%	1,714	45.8%	1,654	44.0%	-0.3%	-3.5%	-3.8%
Self-service	190	5.1%	182	4.9%	168	4.5%	-4.3%	-7.4%	-11.4%
Discount	234	6.3%	260	6.9%	257	6.8%	10.8%	-1.3%	9.4%
SSS-Drug	1,581	42.4%	1,589	42.4%	1,679	44.7%	0.5%	5.7%	6.2%
Total – Italian drug stores	**3,726**	**100.0%**	**3,745**	**100.0%**	**3,757**	**100.0%**	**0.5%**	**0.3%**	**0.9%**
Single-Brand stores*	872	19.0%	680	15.4%	787	17.3%	-22.0%	15.7%	-9.8%
Total OTHER CHANNELS	**4,597**		**4,425**		**4,544**		**-3.8%**	**2.7%**	**-1.2%**

(*) Cosmetica Italia Research Unit estimate

Analysis of best performance

% Changes 2020-2021

Discount	Masks and exfoliant scrubs	**42.7%**
	Cheek correctors, blushers and bronzing powders	**28.3%**
	Toilet waters, perfumes and female fragrances	**14.8%**
Hypermarkets/ Supermarkets	Depigmenting products	**26.3%**
	Sunscreen and self-tanning products	**16.3%**
	Products for skin impurities	**13.2%**
SSS-Drug	Eye contour and specific areas	**35.0%**
	Shadows	**25.2%**
	Liners and pencils	**18.6%**

Herbalist stores

As was the case with beauty stores and single-brand stores, consumption at herbalist stores in 2021 recorded a strong upturn as a response to lengthy lockdowns which considerably affected footfall at sales outlets, both regarding the traditional formula and herbalist stores operating on a franchising and concession basis.

A better picture emerges compared to the 2020 pandemic, along with the appeal of the modern formula, that enabled companies to remodulate their distribution and positioning strategies. The comparison with this historic, conventional sales technique has generated uneven trends, with decreases evident in traditional herbalist stores and more positive trends in single-brand and specialised concessions. Sales in herbalist stores confirmed the buying decisions of those groups of users who prefer assisted and "recommended" sales. The motivations driving consumers in herbalist stores do not take into account either the price or promotions, proof of their loyalty to a well-established channel.

Recent analysis by the Research Unit has confirmed that products with a natural and sustainable connotation, for an estimated value of over €2,650 million, are sold in all channels that have now gone beyond the level of specialisation of herbalist stores of past years. The new identity analysis of the channel deriving from new consumer choices and purchasing habits that generate new types of distribution as alternatives to the traditional, not least the use of online sales, was evident.

Hairdressing salons

Following the strong impact that the lengthy lockdown in 2020 had on both hairdressing and beauty salons, activities picked up considerably in 2021.
In fact, salons reported a 21.3% increase, with consumption equal to a value of €550 million.
Companies confirmed their investments in new product combinations, specific training and capillary distribution, while hairdressing salons, together with the supply chain, showed efforts to reinforce loyalty and remodel services, also with greater attention to resale, above all as a means to partially offset the effects of lengthy closures.
As regards the main products related to the channel, a strong drop was reported in hair dyes and coloured foam products sold on traditional channels: the offset in home use during lockdowns recovered, with customers returning to salons, underscoring the value of professional treatments and customer loyalty.
The guidelines for the online survey coordinated by the Camera Italiana dell'Acconciatura are particularly important: the survey proposed to a large number of hair stylists compared the four periods which characterised activities during the pandemic and while dealing with it. It should be noted that the participants in the survey were well-qualified, in light of their propensity to use digital technologies; from the most recent wave (March-April 2022), the average price for hair colouring was quoted as being between €21 and €30 by more than 41% of respondents, while 36% quoted the average price for styling as being between €31 and €40.

Price charged for full head colour applied to medium length hair

(Online survey results)
Values %

	Jul-Sept 2020	Oct-Dec 2020	Jan-Feb 2021	Mar-Apr 2022
up to €20	11.7%	11.5%	11.3%	11.1%
€21–€30	36.0%	38.2%	41.8%	41.2%
€31–€40	39.1%	38.4%	37.0%	39.0%
over €40	13.2%	11.9%	9.8%	8.7%

Price charged for perming and styling

(Online survey results)
Values %

	Jul-Sept 2020	Oct-Dec 2020	Jan-Feb 2021	Mar-Apr 2022
up to €20	14.2%	15.3%	14.9%	14.3%
€21–€30	30.5%	31.1%	33.0%	32.7%
€31–€40	35.5%	35.2%	35.7%	36.0%
over €40	19.8%	18.4%	16.4%	17.0%

Beauty salons

Similarly to the recovery in consumption generated by salon services and resales, beauty salons also reported an upturn in the use of professional cosmetics. In fact, footfall and consumption increased in 2021, after the standstill due to the outbreak of the pandemic. The 25.2% growth recorded in 2021 brings the value of demand to €211 million, accounting for 2.0% of total consumption.

In this context, efforts made in training and providing continual professional development for beauty salons were fundamental, as well as innovation-related activities proposed by companies, mindful of remodulating distribution and of new areas of treatment and wellbeing; a specific focus was placed on new trends of consumers, increasingly selective in the quality of service received, the people providing the service and the place.

The increase in footfall has had a broad impact on salon services; the increase in demand reflects how the pandemic crisis has been overcome, with some concentrations related to more innovative services in terms of slimming and wellness plans: the effects on health and the mind, due to the lengthy lockdowns, were dealt with thanks to the professional approach of beauty salons.

Mention should be made of the considerable diversification of services proposed to consumers, thanks to modern treatments and services that are more engaging and increase footfall.

In addition, reference is made to a number of important phenomena, such as the rise of spas and wellness centres, which, dynamically, tend to represent a large share of consumption of beauty/professional products. No less important is the issue of professional training and refresher courses for professionals, which are necessary tools to meet the needs of customers.

Size of Italian beauty salons

Source: Survey of the Istituti di Bellezza, Marketing & Telematica (2021)

Values %

less than 50 m² 25.1% · 50 to 100 m² 58.9% · 100 to 200 m² 13.7% · more than 200 m² 2.3%

Just over 55% of beauty salons in Italy have a surface area of between 50 and 100 square metres; only 3% have a surface area of 200 square meters. The salons with a smaller surface area are located in Northwest Italy while the larger salons are located in Central and Southern Italy.

Direct sales

In 2021, direct sales, both door-to-door and by mail order, accounted for 3.2% of cosmetics consumption, with the smallest positive sign among channels, above all due to the shift in demand towards much more innovative forms of distribution. The slow recovery in the channel led to a sales volume that reached €344 million at the end of the year. In the last 12 months, also due to COVID-19 and some difficulties experienced by a few operators, the increase in sales volumes slowed down: more mature consumer segments turned to purchases online, as a form of compensation, which was nonetheless part of their consolidated beauty product purchase routines.

E-commerce

Online sales continued, also in 2021, to record double digit growth: recorded growth was over 23%, with the sales volume close to €870 million. Lockdown periods, the consolidation of new international sales platforms and the development of initiatives by many entities linked to traditional channels are accelerating sales dynamics, leading to necessary sudden adjustments in measuring the phenomenon.
The Human Highway survey, in spring 2022, provided an interesting snapshot of online sales.
Of these, trends related to some characteristics of cosmetics products purchased online are important, including aspects related to the natural connotation, sustainability and formulations of products. Moreover, volumes increased three-fold between 2011 and 2019: the pandemic boosted organic growth, already buoyant, with a 45.7% increase in online transactions between 2019 and the start of 2022.
The general behaviour of buyers of cosmetic products online is driven by financial aspects (saving, offers), and convenience (bundles with other online purchases), while the most interesting changes during the years of the pandemic concern the freedom of choice and ease of making purchases, and the greater importance given to product information.

Purchase preference between actual stores and the online channel in the period January-April 2022

Source: Human Highway, 2022

Values %

Categories	Purchases are often traditional, rarely online	Balance between traditional and online purchases	Purchases are often online, rarely traditional
Body care products	31.0%	44.5%	24.6%
Hair care products	36.8%	40.8%	22.4%
Facial care products	34.6%	39.2%	26.2%
Facial make-up products	35.2%	39.0%	25.8%
Hand make-up products	39.2%	31.9%	28.8%
Hair-colouring products	43.0%	40.7%	16.2%
Personal hygiene products	47.1%	32.3%	20.7%
Styling products	31.1%	38.3%	30.6%
Sun creams	36.9%	36.1%	27.0%
Toothpastes and mouthwashes	41.1%	34.8%	24.0%
Perfumes	39.8%	31.5%	28.7%
Total cosmetics categories	37.8%	37.2%	24.9%

Cosmetics in Europe

Every year, Cosmetics Europe, the European trade association for the cosmetics industry, publishes its customary statistical updates, which will be available after summer 2022, pending the final data.
In 2021, Germany had the highest consumption, with over €13,600 million, followed by France with almost €12,000 million. Italy ranked third, overtaking the United Kingdom (nearly €9,890 million), affected by the introduction of Brexit, to account for €10,600 million.
Spain came fifth, with a value close to €6,900 million.
The concentration index confirmed that the top five countries accounted for more than 66% of the European market, which in 2021 reached €80,000 million overall, reflecting an increase of just over 3%.
In the European cosmetics sales ranking, skincare products took first place, representing 29% of the total, followed by toiletries. Europe ranked first in the world for consumption, on an equal footing with the United States (€80,000 million), followed by China (€70,000 million), Japan (€27,000 million), Brazil (€18,000 million and Indian (€12,000 million).

A comparison of the biggest markets

Source: Cosmetics Europe, consumption in 2021 in billions of euro

Europe	80
USA	80
China	70
EU 27	67
Japan	27
Brazil	18
India	12
South Korea	11

Composition of European consumption by macro-category of cosmetics in 2021

Source: Cosmetics Europe values in € millions and as a %

	Value	Weight in %
Facial and body care	23,231	29.0%
Personal cleansing	**20,575**	**25.7%**
Hair care	14,444	18.0%
Alcohol-based perfume products	**11,945**	**14.9%**
Make-up	9,833	12.3%
Total	**80,028**	**100.0%**

European cosmetics consumption by country in 2021

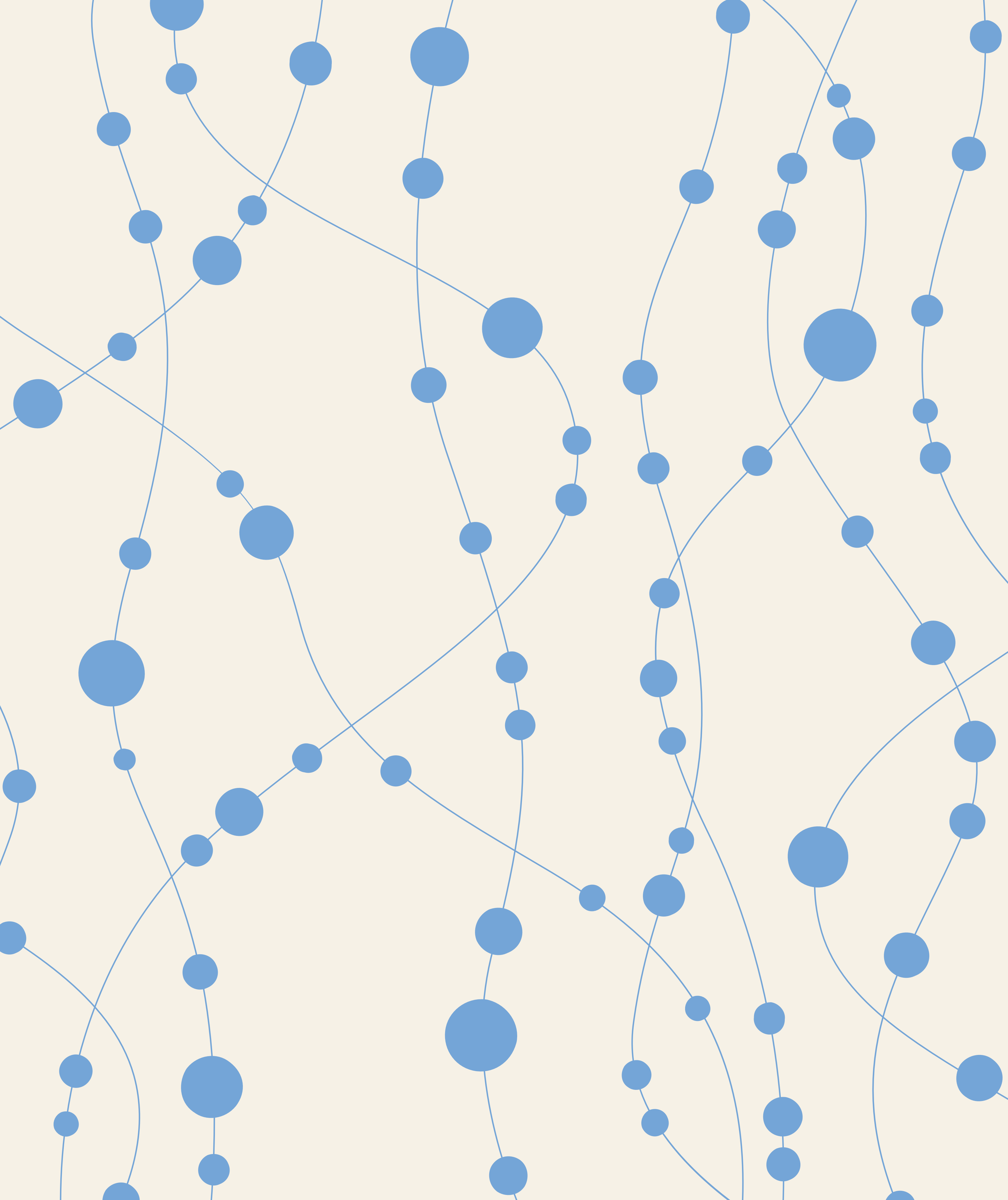
Source: Cosmetics Europe values in € millions and as a %

	2021	% change 2021/2020
Germany	13,604	-3.1%
France	11,967	1.6%
Italy	10,640	8.8%
United Kingdom	9,885	1.7%
Spain	6,898	7.3%
Poland	4,004	5.2%
Netherlands	2,898	0.8%
Sweden	2,232	7.9%
Belgium/Luxembourg	2,001	2.0%
Switzerland	1,858	2.7%
Romania	1,534	4.5%
Norway	1,531	13.7%
Austria	1,525	2.1%
Portugal	1,488	4.1%
Denmark	1,219	1.5%
Finland	1,002	2.6%
Ireland	992	7.4%
Greece	863	3.1%
Hungary	817	6.3%
Czech Republic	772	4.6%
Slovakia	654	4.8%
Bulgaria	441	4.0%
Croatia	406	6.3%
Lithuania	278	5.7%
Latvia	185	6.9%
Slovenia	184	5.6%
Estonia	149	9.4%
Total – EU	**80,027**	**3.1%**

European cosmetics consumption by category in 2021

Source: Cosmetics Europe values in € millions

	Alcohol-based perfume products	**Make-up**	**Facial and body care**	**Hair care**	**Personal cleansing**	**Total**
Germany	1,290	1,467	3,184	3,221	4,442	13,604
France	2,414	1,071	3,804	1,583	3,095	11,967
Italy	1,241	1,925	3,834	1,741	1,899	10,640
United Kingdom	1,972	1,078	2,576	1,486	2,773	9,885
Spain	1,366	566	1,985	1,246	1,736	6,898
Poland	439	482	1,129	813	1,142	4,004
Netherlands	506	368	613	562	849	2,898
Sweden	180	522	725	381	424	2,232
Belgium/ Luxembourg	412	277	607	266	439	2,001
Switzerland	291	226	618	351	372	1,858
Romania	283	213	388	247	403	1,534
Norway	131	300	554	289	257	1,531
Austria	195	231	436	285	378	1,525
Portugal	219	109	468	245	448	1,488
Denmark	222	147	373	268	210	1,219
Finland	36	124	278	320	243	1,002
Greece	103	116	392	275	106	992
Ireland	123	100	218	174	249	863
Hungary	96	97	186	125	313	817
Czech Republic	100	103	209	168	192	772
Slovakia	87	92	174	117	183	654
Bulgaria	55	60	108	89	129	441
Croatia	47	58	140	53	109	406
Lithuania	54	43	80	44	58	278
Latvia	35	21	49	35	45	185
Slovenia	20	22	63	33	46	184
Estonia	28	17	39	29	36	149
Total – EU	**11,945**	**9,833**	**23,231**	**14,444**	**20,575**	**80,027**



2 Trends in cosmetics consumption

At the end of 2021, the cosmetics market in Italy renewed the distribution model in the light of the effects caused by the pandemic crisis. The slowdowns and upturns recorded in cosmetics sales are due to new purchasing and consumer routines, accounting for €10,640 million and an 8.8% increase compared to 2020. However, the technical recession affecting Italy in 2022 points to cautious estimates for 2023, affected by slowdowns in consumer appetites, inflationary impacts and reduced international trade flows related to the Russia/Ukraine crisis.

Regarding estimates, the cosmetics market is expected to close 2022 at +3.3%, with a growth curve most likely to be stable in 2023 as well, at +3.2%, to reach a value for cosmetics consumption of over €11,300 million in the next two years.

The analysis proposed to understand the trend of cosmetics consumption in distribution channels includes performance in the 2019-2021 period, and the short-term forecast, considering the current international political/economic scenario which is changing considerably.

Breakdown of consumption by macro-categories – traditional channels in 2021

Figures in € millions and as a %

Facial care products	1,509.6	17.4%
Products for body care	1,361.1	15.7%
Alcohol-based perfume products	1,084.5	12.5%
Products for body hygiene	1,016.8	11.7%
Hair and scalp care	961.1	11.1%
Products for oral hygiene	646.4	7.5%
Eye make-up products	489.8	5.7%
Face make-up products	456.7	5.3%
Products for lip care	344.3	4.0%
Skin cleansing products for infants	266.5	3.1%
Products for hand care	214.8	2.5%
Products for men	138.7	1.6%
Gift sets	126.2	1.5%
Make-up sets	47.2	0.5%
Total traditional channels	**8,663.8**	**100.0%**

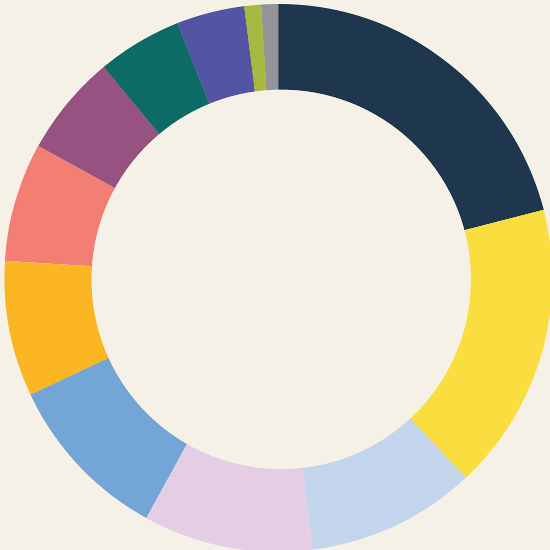
Total retail consumption of products – traditional channels in 2021

Figures in € millions and % variations

	Total	Pharma-cies	Beauty stores	Large Retail and other channels	Total % var	Pharma-cies % var	% var. Beauty stores	Large Retail and other chan-nels var %
Total	**8,663.8**	**1866.2**	**1877.2**	**4920.4**	**6.8**	**3.1**	**21.3**	**3.5**
Facial care products	**1,509.6**	557.2	403.5	548.9	**9.3**	4.6	20.1	7.2
Products for body care	**1,361.1**	439.0	106.9	815.1	**5.2**	5.7	12.8	4.1
Alcohol-based perfume products	**1,084.5**	19.4	797.9	267.3	**22.0**	17.5	25.6	12.8
Products for body hygiene	**1,016.8**	280.4	25.5	710.9	**-1.5**	2.0	-0.9	-2.8
Hair and scalp care	**961.1**	186.1	31.2	743.8	**-2.9**	-3.5	9.0	-3.2
Products for oral hygiene	**646.4**	138.4	4.6	503.4	**0.2**	2.2	8.9	-0.4
Eye make-up products	**489.8**	30.2	120.7	338.9	**17.0**	4.3	27.3	14.9
Products for facial make-up	**456.7**	40.9	127.7	288.1	**12.9**	2.9	14.7	13.7
Products for lip care	**344.3**	48.6	60.1	235.6	**10.2**	2.2	23.2	9.0
Skin cleansing products for infants	**266.5**	72.5	4.4	189.6	**-1.5**	-4.2	4.4	-0.5
Products for hand care	**214.8**	43.9	17.4	153.4	**9.3**	5.5	13.6	9.9
Products for men	**138.7**	8.3	36.0	94.5	**3.9**	0.7	13.7	0.9
Gift sets	**126.2**	1.1	109.8	15.3	**17.8**	278.8	19.3	3.5
Make-up sets	**47.2**	0.3	31.4	15.5	**15.3**	-30.1	24.5	1.2

Estimation composition of consumption of cosmetics products for women (76% of the total)

Values %

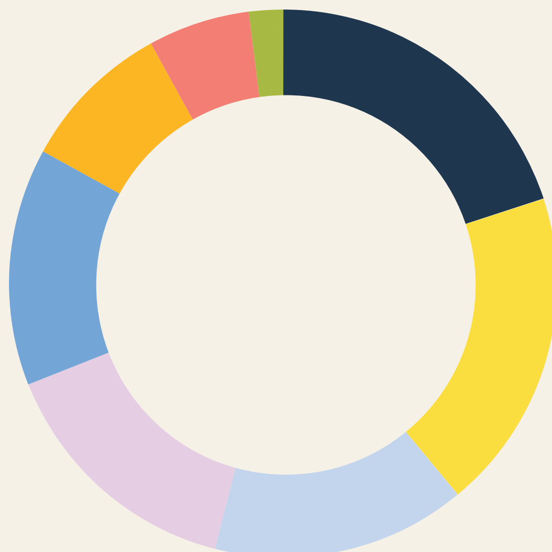


Facial care products	21.1%
Products for body care	**16.8%**
Alcohol-based perfume products	10.5%
Hair and scalp care	**10.2%**
Products for body hygiene	9.8%
Eye make-up products	**7.9%**
Face make-up products	7.4%
Products for lip care	**5.6%**
Products for oral hygiene	5.2%
Products for hand care	**3.5%**
Gift sets	1.2%
Make-up sets	**0.8%**

Estimation of the composition of consumption of cosmetic products for men (24% total)

Values %

Alcohol-based perfume products	19.7%
Products for body hygiene	**18.4%**
Hair and scalp care	14.9%
Products for oral hygiene	**14.6%**
Products for body care	14.5%
Facial care products	**9.2%**
Products for men	6.3%
Gift sets	**2.4%**



Hair and scalp care products

Hair care product consumption in the traditional channels was impacted by customers returning to salons in 2021, generating a general negative impact equal to 3%, reaching a value of over €960 million.
In fact, after retail businesses re-opened, turnover of salons picked up, thanks to a recovery in footfall, although this was regulated, to comply with infection prevention rules.
Resale and online support proved to be strategically important during lockdowns, reflecting a reworking of the offering focused on quality and the advice that hair salons can provide.
The negative figure is due mainly to dyes (colouring agents and coloured mousses) which, after the boom in home consumption during lockdown, recorded a strong decrease of over 17%. With the exception of this sub-category, other cosmetics in this category recorded little growth.
The only products with a positive performance were lotions and intensive treatments, which, with a value of nearly €65 million, increased by 5.8%.
Considering the two non-uniform sets of hair care products sold on traditional channels and service with resale at hair salons, an aggregate value of over €860 million is obtained, of which just over a third generated by the traditional channel and just under two thirds by the professional channel.

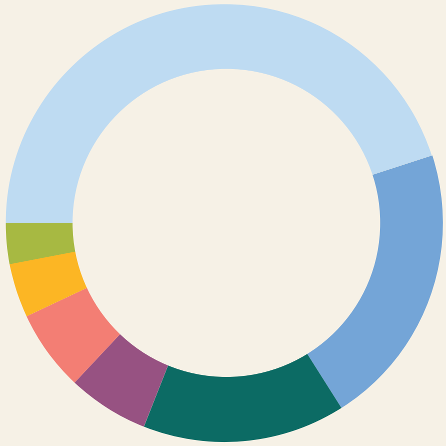
Hair and scalp care products

Figures in € millions and % variations

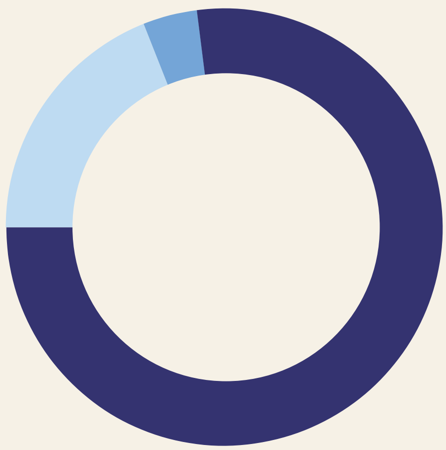
	Total	Pharma-cies	Beauty stores	Large Retail and other channels	**Total % var**	Pharma-cies % var	% var. Beauty stores	Large Retail and other channels var %
Total	**961.1**	**186.1**	**31.2**	**743.8**	**-2.9**	**-3.5**	**9.0**	**-3.2**
Shampoos	440.1	95.7	6.7	337.7	**0.8**	1.5	25.9	0.1
Dyes and coloured mousses	180.1	29.9	10.2	139.9	**-17.3**	-22.6	-12.8	-16.4
Post-shampoo treatments, hair conditioners and masks	150.6	10.3	4.2	136.1	**0.8**	-6.4	39.2	0.5
Lotions and shock treatments	64.7	49.5	4.5	10.7	**5.8**	3.0	27.1	11.8
Hair sprays	59.1	0.2	2.3	56.6	**0.4**	-9.7	19.2	-0.2
Gels, waters and gums	41.5	0.4	1.5	39.6	**1.4**	-20.9	-9.4	2.1
Fixers and structuring mousses	24.9	0.1	1.8	23.1	**1.9**	-14.2	23.4	0.6

Percentage breakdown by category and sales channel for products for hair and scalp care

Values %



Shampoos	45.8%
Dyes and coloured mousses	**18.7%**
Post-shampoo treatments, conditioners and masks	15.7%
Lotions and intensive treatments	**6.7%**
Hair sprays	6.2%
Gels, waters and gums	**4.3%**
Fixers and structuring mousses	2.6%



Pharmacies	19.4%
Beauty stores	**3.2%**
Mass market and other channels	77.4%

Facial care products

Products dedicated to skincare represent over 17% of total Italian cosmetics consumption, and accordingly, this is the main consumption group, with a value of €1,510 million, and a strong growth in consumption, equal to 9.3 percentage points. The comparison with the pre-crisis period however shows only a partial recovery in the figures, with a 3.8% decrease between 2019 and 2021.

A review by channels shows the important contribution of beauty stores to growth, accounting for over 20%. Pharmacies, accounting for over one third of skincare consumption, contributed to the excellent performance with a smaller increase of +4.6% compared to 2020.

Analysing the trend of individual products, a strong growth in products for the eye contour and specific areas can be noted, +15.4% for a value of €151 million. These were followed by double-digit growth for products tackling skin impurities (+14.2%), depigmenting products (+11.9%), masks and exfoliating treatments (+11.2%) cleansers and make-up removers (+10.1%). Anti-ageing and anti-wrinkle creams, i.e. the sub-category with the highest value for this group of products, recorded a positive trend, with a 9% increase.

Only masks and exfoliating treatments, products for skin impurities and depigmenting products returned to consumption values reached before the start of the pandemic.

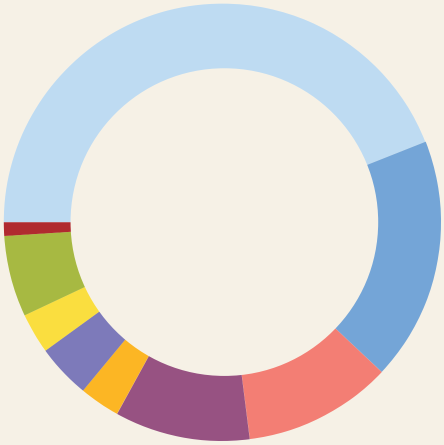
Facial care products

Figures in € millions and % variations

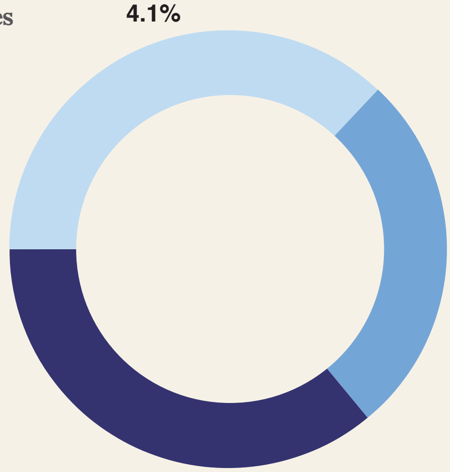
	Total	Pharma-cies	Beauty stores	Large Retail and other channels	**Total % var**	Pharma-cies % var	Beauty stores var %	Large Retail and other chan-nels var %
Total	**1,509.6**	**557.2**	**403.5**	**548.9**	**9.3**	**4.6**	**20.1**	**7.2**
Anti-ageing and anti-wrinkle creams (including lift effect treatments)	**661.1**	253.3	204.7	203.1	**9.0**	5.0	17.5	6.2
Moisturising and nutrient creams	**258.2**	102.8	51.6	103.8	**6.0**	-1.8	27.7	5.4
Face and eye detergents and make-up removers	**170.0**	51.0	34.1	84.9	**10.1**	5.6	19.7	9.3
Eye contour and specific areas	**151.3**	54.4	63.7	33.2	**15.4**	6.1	21.8	20.4
Masks and exfoliant scrubs	**86.5**	14.8	21.3	50.4	**11.2**	3.7	17.2	11.1
Products for skin impurities	**62.4**	54.0	5.9	2.4	**14.2**	14.2	13.5	15.4
Facial tissues	**57.5**	2.6	5.2	49.6	**1.5**	-6.8	25.3	0.0
Toning lotions	**39.2**	5.8	16.1	17.3	**9.2**	-4.3	22.8	3.5
Depigmenting products	**23.6**	18.4	1.0	4.2	**11.9**	9.4	8.2	25.1

Percentage breakdown by category and sales channel for products for face care

Values %



Anti-ageing and anti-wrinkle creams	**43.8%**
Moisturising and nutrient creams	17.1%
Face and eye detergents and make-up removers	**11.3%**
Eye contour and specific areas	10.0%
Products for skin impurities	**4.1%**
Facial tissues	3.8%
Toning lotions	**2.6%**
Masks and exfoliant scrubs	5.7%
Depigmenting products	**1.6%**



Pharmacies	36.9%
Beauty stores	**26.7%**
Mass market and other channels	36.4%

Products for facial make-up

2021 marked a recovery in face make-up products. In fact the figure of +12.9% (for a value equal to €288 million), best reflects, at a social level, Italians' return to a new normal. During lengthy lockdowns, the effect of wearing face masks in relation to products related to facial care changed beauty routines, with consumers increasingly opting, in recent years, to purchase products in this category through more recent distribution formats of the mass market (single-brand stores and SSS-Drugs), and from beauty store chains.
In 2021, foundations and BB creams/similar, for a value of €245 million, recovered 12% compared to 2020. Contouring products, blushers and bronzers (€162 million), recorded an important growth trend, thanks to the positive upturn in 2020 of +14.8%. These products were followed by face powders, up +10.7%, to return to the €50 million mark.

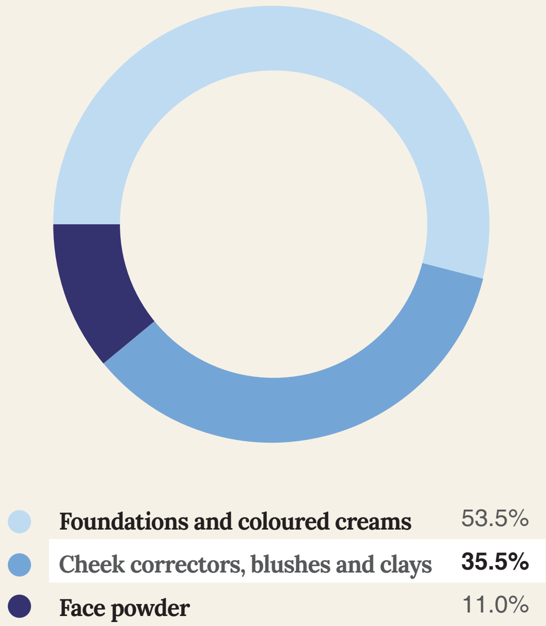
Products for facial make-up

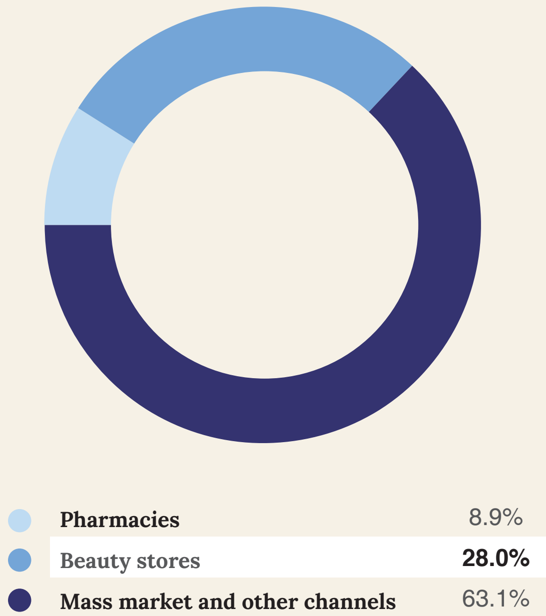
Figures in € millions and % variations

	Total	Pharma-cies	Beauty stores	Large Retail and other channels	**Total % var**	Pharma-cies % var	Beauty stores var %	Large Retail and other channels var %
Total	**456.7**	**40.9**	**127.7**	**288.1**	**12.9**	**2.9**	**14.7**	**13.7**
Foundations and coloured creams	**244.5**	23.8	73.8	146.9	**12.2**	2.9	13.1	13.4
Cheek correctors, blushes and clays	**162.1**	14.1	44.5	103.5	**14.8**	3.4	17.8	15.3
Face powder	**50.0**	2.9	9.3	37.8	**10.7**	0.3	13.5	10.9

Percentage breakdown by category and sales channel for products for facial make-up

Values %





Eye make-up products

In the make-up macro-category, eye products recorded the biggest growth, despite the fact that the effect of face masks had no impact on this segment.

In fact, overall, this product group increased by 17%, with positive impacts on all sub-categories: mascaras (+15.6%) reached a figure of €193 million euro, consolidating the share of value, which stood at nearly 40% of total sales of eye make-up. This product was followed by eyeliners and eye pencils, which accounted for over €188 million, recording a growth of 17%. Eye shadows also recorded an excellent performance €108 million), up 19.5% over 2020.

For over seven years, the mass market has been the channel of choice for the sales of cosmetics dedicated to eye make-up which, accounting for €339 million (70% of the category's consumption), recorded an increase of approximately 15%. This was followed by beauty stores (+27.3%) with €121 million. Pharmacies recorded a marginal trend, +4.3% and accounting for €30 million equal to 6% of the share in value of total consumption in the category.

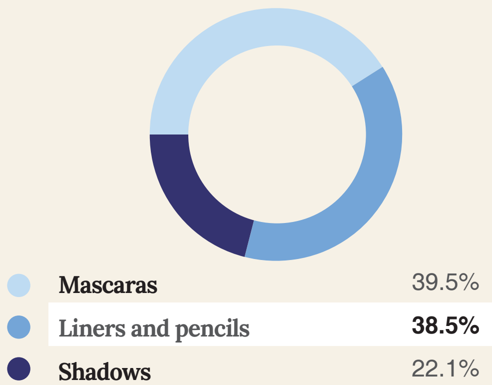
Eye make-up products

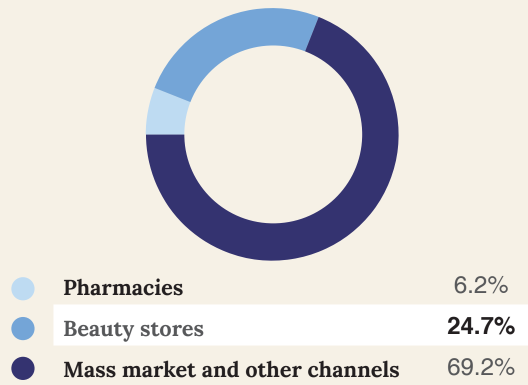
Figures in € millions and % variations

	Total	Pharma-cies	Beauty stores	Large Retail and other channels	Total % var	Pharma-cies % var	Beauty stores var %	Large Retail and other channels var %
Total	**489.8**	**30.2**	**120.7**	**338.9**	**17.0**	**4.3**	**27.3**	**14.9**
Mascaras	**193.3**	16.4	54.6	122.2	**15.6**	4.3	27.7	12.5
Liners and pencils	**188.4**	10.6	42.8	134.9	**17.0**	3.9	24.1	16.1
Shadows	**108.2**	3.1	23.3	81.8	**19.5**	5.2	32.7	16.8

Percentage breakdown by category and sales channel for eye make-up products

Values %





Products for lip care

A positive trend was also reported for sales of lip products, up 10.2%, with a value of €344 million. The performance of the lead group in this sector (nearly +12%), comprising lipsticks and lip glosses, was important, along with lip contour products and pencils (+16.1%) closing 2021 with over €42 million. Sun creams, transparent bases and suncream sticks also recorded a positive trend (+3.1%) reaching a consumption value close to €80 million.
Analysing the sales channels, the best market performance was recorded by beauty store sales (however, this channel still covers just 17% of consumption in the category), up by +23.2%; this was followed by the mass market which, accounting for two thirds of consumption of the entire product group, went up by 9% for a value close to €236 million. The pharmacy channel came last, with a growth of 2.2%, for a value of just under €49 million.
This is the first crisis worldwide where the so-called lipstick effect has changed, affecting other categories of cosmetics which consumers have benefited from: one such example is skin care products, also with a multi-phase application, that have enhanced the experience and relaxation techniques at home of consumers. Now, during the lengthy end to the pandemic crisis, greater attention is being paid to the claims made regarding invisible make-up.

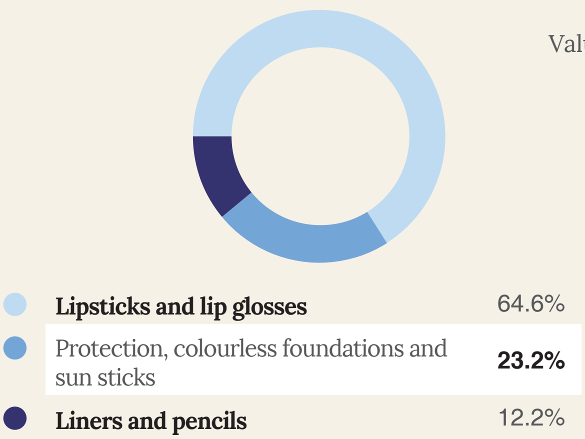
Products for lip care

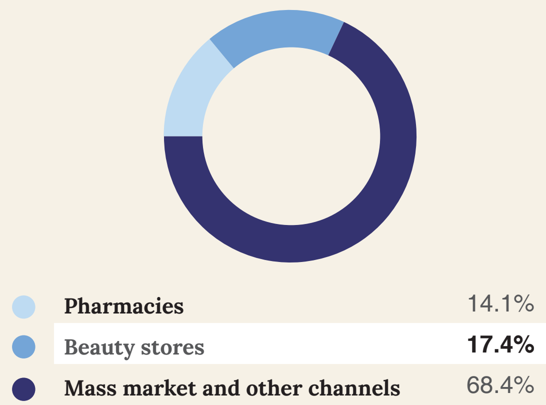
Figures in € millions and % variations

	Total	Pharma-cies	Beauty stores	Large Retail and other channels	Total % var	Pharma-cies % var	Beauty stores var %	Large Retail and other channels var %
Total	**344.3**	**48.6**	**60.1**	**235.6**	**10.2**	**2.2**	**23.2**	**9.0**
Lipsticks and lip glosses	**222.3**	9.8	48.8	163.7	**11.8**	-1.6	23.7	9.6
Protection, colourless foundations and sun sticks	**79.9**	37.6	3.2	39.1	**3.1**	3.3	25.1	1.4
Liners and pencils	**42.2**	1.3	8.0	32.9	**16.1**	2.4	19.5	16.0

Percentage breakdown by category and sales channel for products for lip care

Values %





Products for hand care

Products for hand care also recorded a positive performance, increasing to €215 million, and recording a growth of 9.3%. Nail varnishes were the leading product category of the group, with a share of 60% of the total; reprising the excellent performance recorded a few years ago, thanks to customers returning to actual stores and the social dimension being restored, the year closed with a +11.4% increase, for a sales value of €129 million. A less noticeable increase was recorded for creams, gels, lotions and nail products (+7.8%), which account for 31% of the market for hand care products, with a value of over €67 million.

Analysing sales by channel, the recovery of beauty stores was confirmed which, with a market value of over €17 million, recorded a positive trend of 13.6%; the mass market also reported a positive trend, covering over 70% of the total market and ending 2021 up by +9.9%, for a value of €153 million. The pharmacy channel, despite a marginal value, recorded positive signs (+5.5%), due to a diversification of products offered, based on cross-selling strategies favouring emollients able to tackle dry skin on hands affected considerably by the sanitising effect of gels and soaps.

Products for hand care

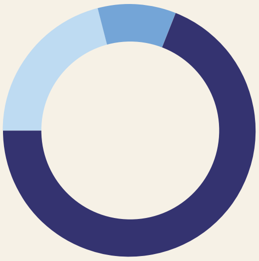
Figures in € millions and % variations

	Total	Pharma-cies	Beauty stores	Large Retail and other channels	**Total % var**	Pharma-cies % var	Beauty stores var %	Large Retail and other channels var %
Total	**214.8**	**43.9**	**17.4**	**153.4**	**9.3**	**5.5**	**13.6**	**9.9**
Nail varnishes	**128.9**	5.0	11.5	112.4	**11.4**	3.7	14.7	11.4
Creams, gels, lotions and nail products	**67.4**	37.7	2.5	27.2	**7.8**	5.8	7.9	10.6
Solvents and other products	**18.5**	1.2	3.5	13.9	**1.0**	3.2	14.1	-2.0

Percentage breakdown by category and sales channel for products for hand care

Values %

Nail varnishes	60.0%
Creams, gels, lotions and nail products	**31.4%**
Solvents and other products	8.6%



Pharmacies	20.4%
Beauty stores	**8.1%**
Mass market and other channels	71.4%

Products for body care

In 2021, the body care segment was the second consumption group in terms of Italian purchasing habits, covering 15.7% of total sales, for a value of €1,361 million, and a growth, compared to 2020, of 5.2%.
This positive change compared to the decrease recorded during 2020, was confirmed in the various product subcategories, above all sun creams and pigmenting products, for €357 million, which went up by 13.6%, as a positive reflection of cosmetics used to a greater extent in social spheres and outdoors.
The negative trend of consumption in anti-cellulite products (-2.5% with €56 million) continued, with hair removal products also decreasing due to customers returning to professional salons, with home consumption declining, for a value of €67 million and a 11.6% decrease at the end of 2021.
The remaining subcategories performed well, and specifically the most important group in this category reported a good trend: deodorants and antiperspirants, with a value of €473 million, increased by 3.5%. 60% of body care products are purchased on the mass market, while 32% from pharmacies - two channels that have kept their market share stable over time.

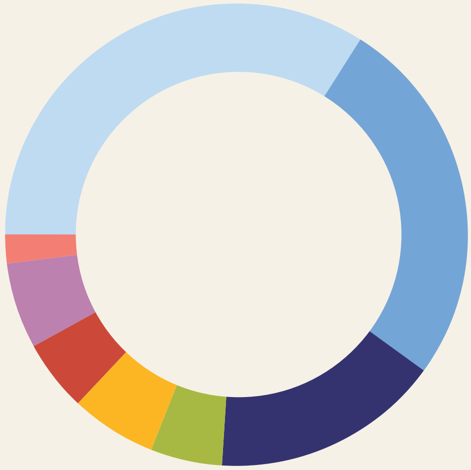
Products for body care

Figures in € millions and % variations

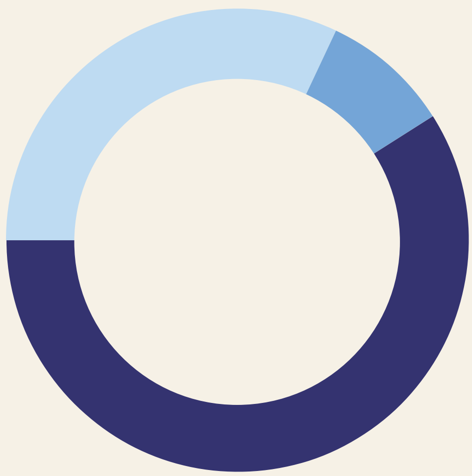
	Total	Pharmacies	Beauty stores	Large Retail and other channels	Total % var	Pharmacies % var	Beauty stores var %	Large Retail and other channels var %
Total	**1,361.1**	**439.0**	**106.9**	**815.1**	**5.2**	**5.7**	**12.8**	**4.1**
Deodorants and antiperspirants	**473.1**	60.0	11.0	402.1	**3.5**	8.5	8.0	2.6
Sunscreens and pigmenting products	**357.1**	156.2	41.1	159.7	**13.6**	11.9	10.6	16.1
Moisturising, nutrient creams and exfoliating products	**229.8**	87.3	22.5	120.0	**5.8**	3.6	26.3	4.3
Multipurpose creams	**83.5**	50.1	5.3	28.0	**2.4**	2.3	15.0	0.6
Hair removers	**67.1**	1.9	4.8	60.3	**-11.6**	-10.4	-3.0	-12.3
Firming products, products for specific areas and anti-ageing body care products	**62.9**	27.9	8.1	26.9	**4.9**	-0.7	2.6	12.1
Anti-cellulite products	**55.6**	34.6	6.2	14.8	**-2.5**	-5.4	3.5	2.6
Body waters and oils	**32.0**	20.9	7.9	3.2	**6.8**	2.7	27.6	-6.5

Percentage breakdown by category and sales channel for products for body care

Values %



Deodorants and antiperspirants	34.8%
Sunscreens and pigmenting products	**26.2%**
Moisturisers, nutrients, exfoliant scrubs	16.9%
Anti-cellulite products	**4.1%**
Multipurpose creams	6.1%
Firming products, specific areas and anti-ageing body care products	**4.6%**
Hair removers	4.9%
Body waters and oils	**2.4%**



Pharmacies	32.3%
Beauty stores	**7.9%**
Mass market and other channels	59.9%

Body hygiene products

Body hygiene products, the fourth category for the share in value, recorded a 1.5% decrease: this negative performance is due to liquid soaps and syndets, which were the lead products of the pandemic and today post negative figures compared to an overexposure to consumption during 2020.
Bath and shower products, with a share in value out of total body hygiene products of over 40%, increased marginally, by +0.6%, for a value close to €421 million.
Nearly 70% of sales was generated from the mass market, although with a few specific aspects regarding soaps and syndets holding 47% of the total share of the cosmetics market in pharmacies, thanks to probable cross-selling related to items and equipment for offsetting the spread of COVID-19.

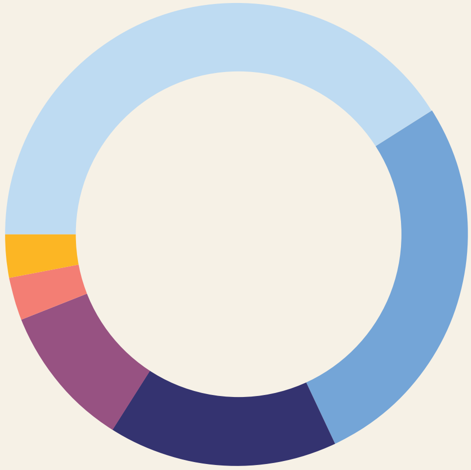
Body hygiene products

Figures in € millions and % variations

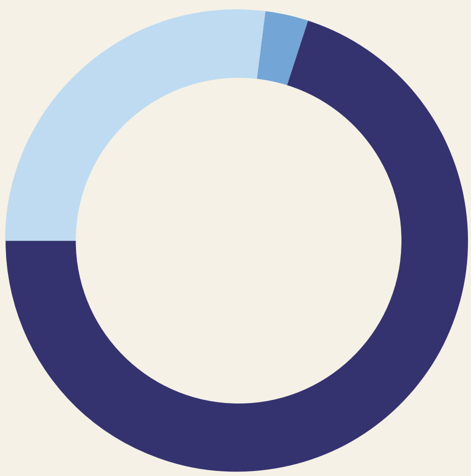
	Total	Pharmacies	Beauty stores	Large Retail and other channels	Total % var	Pharmacies % var	Beauty stores var %	Large Retail and other channels var %
Total	**1,016.8**	**280.4**	**25.5**	**710.9**	**-1.5**	**2.0**	**-0.9**	**-2.8**
Bath foam and shower cream, salts, powders, oils	**420.6**	55.5	10.3	354.8	**0.6**	2.6	1.2	0.3
Products for intimate hygiene	**282.1**	144.8	2.0	135.3	**0.5**	1.2	-0.9	-0.3
Liquid soaps	**156.0**	16.5	6.6	132.9	**-9.2**	2.3	-3.3	-10.7
Soaps and syndets	**95.7**	43.9	3.1	48.8	**-4.7**	3.4	-3.8	-11.0
Products for foot hygiene	**33.4**	17.2	0.8	15.4	**3.5**	3.1	0.7	4.1
Talcs and powders baby talcs	**28.9**	2.5	2.7	23.7	**1.5**	2.9	0.5	1.5

Percentage breakdown by category and sales channel for products for body hygiene

Values %



Bath foam and shower cream, salts, powders, oils	41.4%
Products for intimate hygiene	27.7%
Liquid soaps	15.3%
Soaps and syndets	9.4%
Products for foot hygiene	3.3%
Talcs and powders	2.8%



Pharmacies	27.6%
Beauty stores	2.5%
Mass market and other channels	69.9%

Oral hygiene products

The year ended with a flat performance, +0.2%, following an excellent trend in the previous year, for oral hygiene products, with a sales value of €646 million. They are the sixth rated consumer family in Italy, equal to 7.5% of total consumption. No growth was recorded for toothpastes, which account for over 70% of the market, with a final value of €460 million.
The sales trend for mouthwashes and breath fresheners was slightly positive, at +0.7% and over €186 million.
Like other personal hygiene product families, oral hygiene cosmetics were targeted to a greater extent during the pandemic, confirming new consumer habits which, even in a mature and consolidated product segment, reflected new approaches to use and increasingly specific choices.
The main channel for oral hygiene products is the mass market, which has a considerable share of total consumption: with €503 million, it accounts for 78% of the category. Pharmacies were confirmed as the second leading consumer channel, with 21% of the total of traditional channels, equal to €138 million. The share of the beauty store channel was still marginal at just under €5 million.

Oral hygiene products

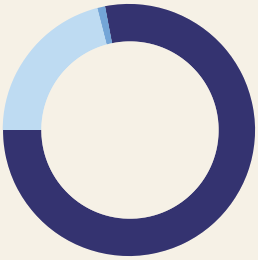
Figures in € millions and % variations

	Total	Pharma-cies	Beauty stores	Large Retail and other channels	Total % var	Pharma-cies % var	Beauty stores var %	Large Retail and other chan-nels var %
Total	**646.4**	**138.4**	**4.6**	**503.4**	**0.2**	**2.2**	**8.9**	**-0.4**
Toothpastes (including whitening toothpastes)	**460.3**	61.1	3.9	395.3	**0.0**	2.6	1.2	-0.5
Mouthwashes, breath fresheners	**186.1**	77.3	0.7	108.1	**0.7**	1.8	1.0	-0.1

Percentage breakdown by category and sales channel for products for oral hygiene

Values %

Toothpastes 71.2%
Mouthwashes and breath fresheners 28.8%



Pharmacies 21.4%
Beauty stores 0.7%
Mass market and other channels 77.9%

Products for men

After many years of a negative performance for sales of men's cosmetic products, at the end of 2021 this product group also reported growth, reaching a value close to €140 million. There has been an all-round increase for shaving soaps, foams and gels which, with 42% of the total value of the category, settled at €58 million, and aftershave products with +1.3%. Treatment creams also reported a positive trend, recording a consumption value close to €33 million at the end of 2021.

In 2021, male consumer habits, which had accelerated due to the effect of the pandemic on consumers' specific needs for cosmetics, saw a decline for classic products and a continuing shift towards new high-performance types, including toning lotions and multifunction creams aimed at the male market and beard care, as well as the consumption overlap of products not specifically designed for men.

The leading channel by share of value was the mass market which, with €95 million, recorded a drop of nearly 1%; this was followed by the beauty store channel, with a performance of +13.7% and a value of €36 million.

Pharmacies were the trailing channel of choice for men's products, with a volume of just over €8 million, recording an increase of 0.7%.

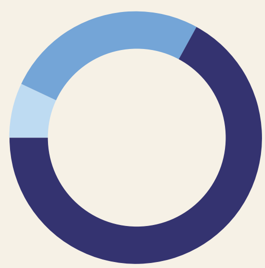
Products for men

Figures in € millions and % variations

	Total	Pharma-cies	Beauty stores	Large Retail and other channels	**Total % var**	Pharma-cies % var	Beauty stores var %	Large Retail and other channels var %
Total	**138.7**	**8.3**	**36.0**	**94.5**	**3.9**	**0.7**	**13.7**	**0.9**
Soaps, shaving foams and gels	**57.6**	2.7	4.4	**50.5**	1.3	-2.4	8.4	0.9
After shave products	**48.0**	2.7	11.2	**34.0**	2.9	1.9	11.6	0.4
Treatment creams	**33.1**	2.8	20.3	**10.0**	10.3	2.8	16.1	2.1

Percentage breakdown by category and sales channel for products for men

Values %



Soaps, shaving foams and gels	41.6%
After shave products	**34.6%**
Treatment creams	23.9%

Pharmacies	6.0%
Beauty stores	**25.9%**
Mass market and other channels	68.1%

Alcohol-based perfume products

An excellent performance was recorded by the third product group, i.e. women's and men's fragrances with +22.2% and €667 million and +21.4% and €417 million respectively.

The trend generated by the consumption of new distribution formulas, such as the specialist drug stores or stores selling household and personal care products, while growth in the beauty store channel consolidated, with two thirds of the fragrance market, reporting +25.6%. Beauty stores, with new sales policies aimed at diversifying the offering to include categories for face care products and make-up, are recovering the virtuous cycle in the post-COVID period. Moreover, to capture the attention of younger consumers, fragrance houses and brands have shifted the classic narrative towards fragrances designed by creators the public can relate to. Inspiration, and collaborations, for example, with artists from the world of pop culture also touch on the theme of collecting products with a view to brand loyalty.

Alcohol-based perfume products

Figures in € millions and % variations

	Total	Pharma-cies	Beauty stores	Large Retail and other channels	**Total % var**	Pharma-cies % var	Beauty stores var %	Large Retail and other chan-nels var %
Total	**1,084.5**	**19.4**	**797.9**	**267.3**	**22.0**	**17.5**	**25.6**	**12.8**
Toilet waters, perfumes and fragrances for women	**667.2**	17.0	509.8	140.4	**22.2**	10.8	25.7	12.3
Toilet waters, perfumes and fragrances for men	**417.3**	2.4	288.1	126.8	**21.4**	7.7	25.4	13.3

Percentage breakdown by category and sales channel for alcohol-based perfume products

Values %

Toilet waters, perfumes and fragrances for women	61.5%
Toilet waters, perfumes and fragrances for men	**38.5%**

Pharmacies	1.8%
Beauty stores	**73.6%**
Mass market and other channels	24.6%

Other products

The "other products" category has always been a set of products comprising residual and non-uniform products, nonetheless necessary in a correct analysis of the Italian cosmetics market. This year, 61% was made up of cleansing products for children, nearly 29% by gift sets and around 11% by make-up sets. In 2021, there was a cumulative recovery of this aggregation, with a sales value that closed at €440 million.
27% of cleansing products for children were sold in pharmacies and over 71% in the mass market, with a value of €267 million. Gift sets for women were essentially sold in beauty stores (89%) and showed a growth of 18%; gift sets for men followed a similar trend, closing the year with a 16% increase, for a value of just under €60 million.
Make-up sets, with sales of over €47 million, mainly in beauty stores, closed 2021 with a positive trend, and an increase of over 15%.

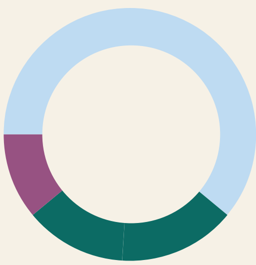
Other products

Figures in € millions and % variations

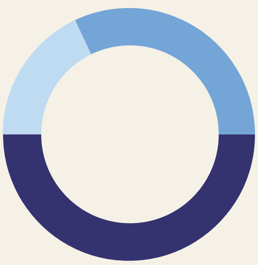
	Total	Pharma-cies	Beauty stores	Other products channels	Total % var	Pharma-cies % var	% var. Beauty stores	Other channels var %
Total	**440.0**	**73.9**	**145.6**	**220.5**	**9.9**	**-3.3**	**28.3**	**4.7**
Skin-cleansing products for children	**266.5**	72.5	4.4	189.6	-1.5	-4.2	4.4	-0.5
Gift sets for women	**67.2**	0.7	60.0	6.5	17.8	1.0	19.8	2.7
Gift sets for men	**59.0**	0.4	49.7	8.9	16.0	0.7	18.7	2.4
Make-up sets	**47.2**	0.3	31.4	15.5	15.3	-30.1	24.5	1.2

Percentage breakdown by category and sales channel for other products

Values %



Skin-cleansing products for children	**60.6%**
Gift sets for women	15.3%
Gift sets for men	**13.4%**
Make-up sets	10.7%



Pharmacies	16.8%
Beauty stores	**33.1%**
Mass market and other channels	50.1%

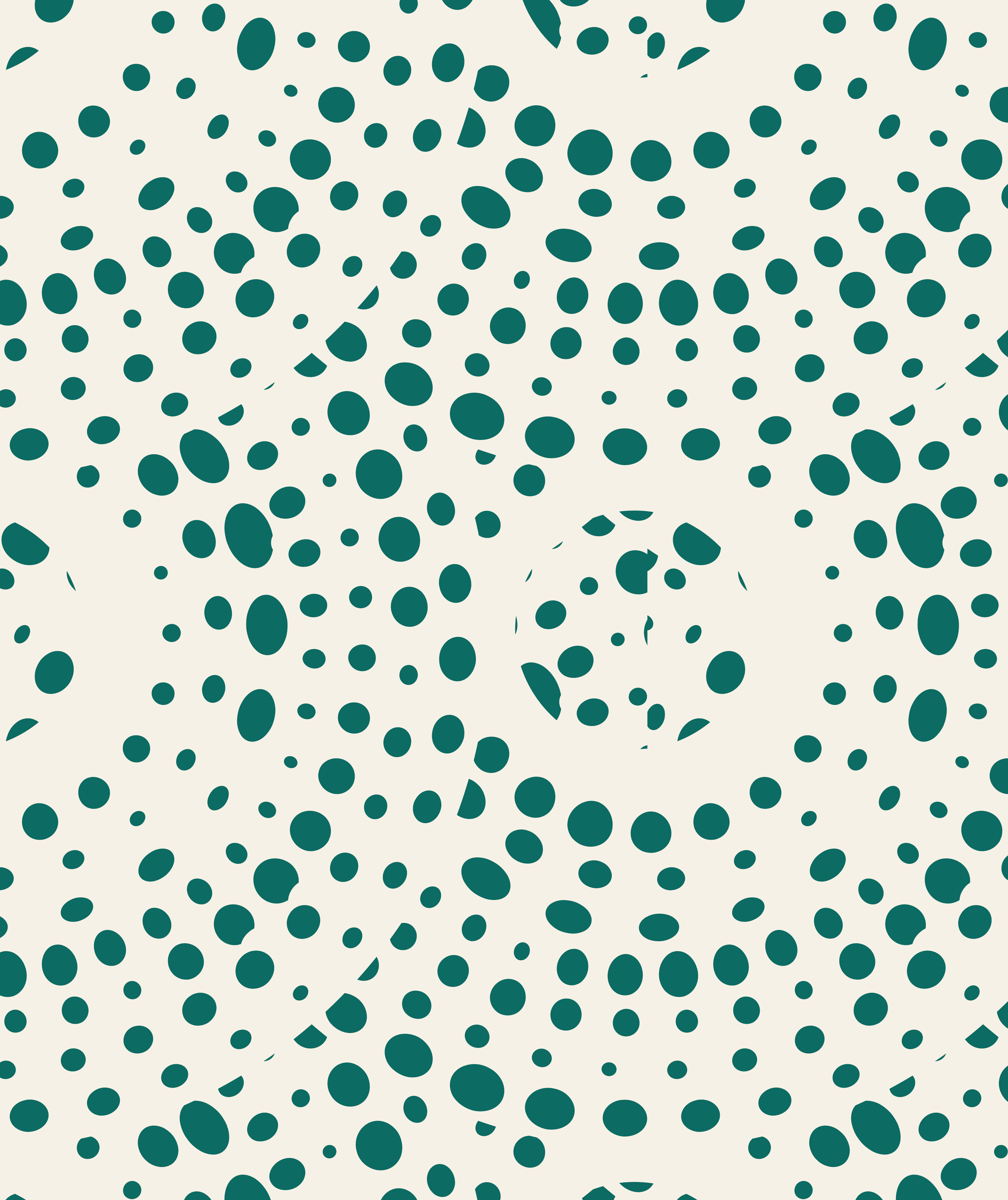
In depth

Analysis of the breakdown of main product families by some of the most important traditional sales channels shows the level of specialisation of the different distribution formats selected by cosmetics firms: the pharmacy channel was strongly focussed on body and face care products that together account for 53%. In the mass market segment overall, supermarkets and hypermarkets have recorded a stronger shift towards hair and body hygiene products, like SSS-Drugs outlets, despite the latter distribution format having another type of sales diversification also targeting body care products. Lastly, the beauty store channel recorded a strong concentration regarding alcohol-based perfume products, and to a lesser extent, facial care products with nearly two thirds of its offering.
Specific mention should be made of the e-commerce channel, thanks to the considerable diversification in consumption among multiple product groups, with a strong overlapping of the offering with traditional distribution channels.
The best strategy for the channel is still uncertain, with winning results for some distribution formulas with a high level of specialisation, while for others, there was a greater diversification of the offering; the channel's identity clearly plays a strong role, despite consumers no longer perceiving the boundaries and winning characteristics in terms of experience and advice.

Breakdown by consumption for main traditional distribution channels in 2021 (excluding direct and professional channels)

Data processed by the Research and Department and Business Culture Unit. Values in € millions and as a %

	Total	Beauty stores	Pharmacies	SSS-Drug	Hypermarkets/ Supermarkets	E-commerce
Facial care products	**17.4%**	21.5%	29.9%	9.3%	11.2%	14.7%
Products for body care	**15.7%**	5.7%	23.5%	16.2%	22.8%	16.0%
Alcohol-based perfume products	**12.5%**	42.5%	1.0%	11.8%	0.5%	14.8%
Products for body hygiene	**11.7%**	1.4%	15.0%	15.5%	26.4%	11.3%
Hair and scalp care	**11.1%**	1.7%	10.0%	18.8%	25.9%	11.1%
Products for oral hygiene	**7.5%**	0.2%	7.4%	9.0%	21.3%	4.9%
Eye make-up products	**5.7%**	6.4%	1.6%	4.6%	1.1%	6.7%
Products for facial make-up	**5.3%**	6.8%	2.2%	3.4%	0.9%	5.9%
Products for lip care	**4.0%**	3.2%	2.6%	4.1%	1.8%	3.0%
Skin cleansing products for infants	**3.1%**	0.2%	3.9%	2.7%	5.6%	4.3%
Products for hand care	**2.5%**	0.9%	2.4%	2.1%	0.7%	2.0%
Products for men	**1.6%**	1.9%	0.4%	1.8%	2.5%	1.5%
Gift sets	**1.5%**	5.8%	0.1%	0.4%	0.3%	2.4%
Make-up sets	**0.5%**	1.7%	0.0%	0.4%	0.3%	1.3%
Total (in € millions)	**8,663.8**	**1,877.2**	**1,866.2**	**1,678.6**	**1,352.7**	**871.2**

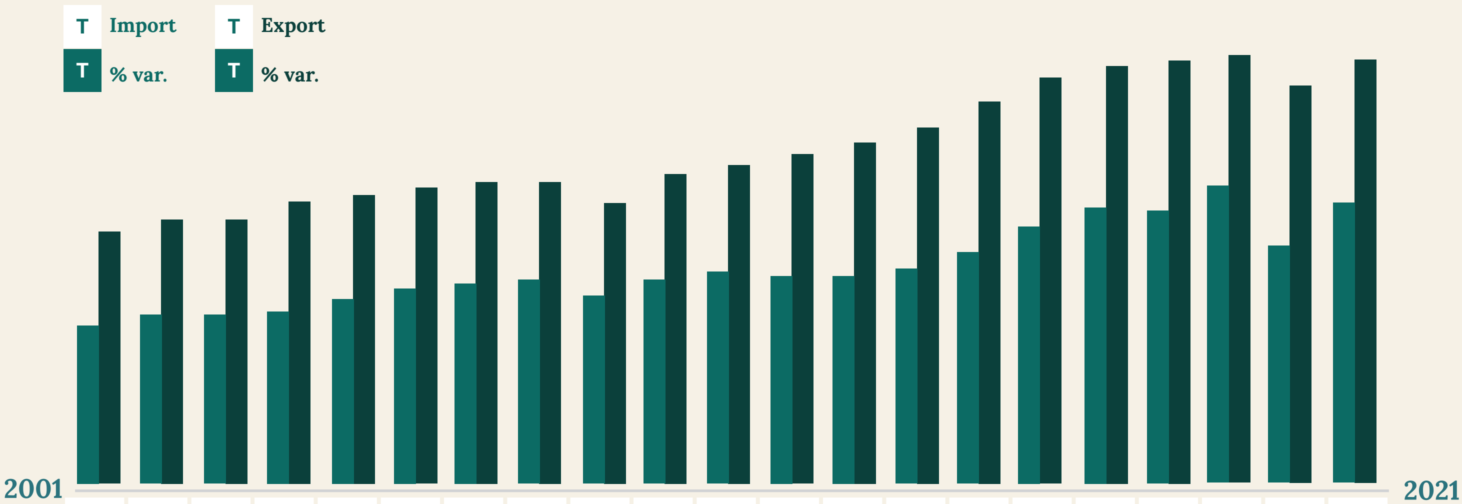


3 Imports and exports

For some time now, the analysis of foreign trade data has been based on the statistics that are prepared by the Research Unit using data provided by ISTAT. Periodically, when applying the corrections which present themselves during the survey period, the Italian Institute of Statistics carries out a review of data from previous years. Clearly, then, the statistics prepared by Cosmetica Italia adapted the values relating to the financial years in question. With the exception of very rare occasions, however, deviations in figures were always marginal.
The effects of the COVID-19 crisis have had considerable impacts on trade, across numerous manufacturing sectors and, at preset, pre-crisis values have been offset only by a few segments.
As regards trade, the comparison with sectors with a higher focus on Italian products, shows a strong acceleration in the segment of jewellery, boats and yachts, with pre-pandemic values being exceeded, and growth in terms of both exports between 2020 and 2021 and in the difference in the trade balance over the same period, a clear sign of a desire to regain "hedonism" in purchasing.
In the intersector ranking, the cosmetics sector comes second, only ahead of footwear and clothing, due to the non-cyclical nature of consumer trends, affected to a lesser extent by the impacts caused by COVID-19.

Trends in the trade balance

Data processed by the Research and Business Culture Unit, values in € millions and % variations



1,187	1,259	1,266	1,295	1,381	1,465	1,528	1,595	1,421	1,594	1,674	1,640	1,653	1,694	1,825	1,994	2,073	2,059	2,209	1,847	2,101
1,779	1,844	1,830	2,013	2,153	2,284	2,307	2,338	2,063	2,418	2,683	2,873	3,190	3,346	3,824	4,309	4,615	4,877	4,985	4,260	4,849
3.3	6.0	0.6	2.2	6.7	6.1	4.3	4.4	-10.9	12.1	5.0	-2.0	0.8	2.5	7.7	9.2	3.9	-0.7	7.3	-16.4	8.8
17.9	3.7	-0.8	10.0	7.0	6.1	1.0	1.4	-11.8	17.2	11.0	7.1	11.0	4.9	14.3	12.7	7.1	5.7	0.8	-16.7	13.8

€ millions in 2021

2,101 4,849 2,748

Import Export commercial balance

As regards the cosmetics industry, exports recovered in part during 2021, with a value close to €4,849 million, up by 13.8%. The overall value relating to this data is also positive: an increase of 62.5% was recorded, with an evident decrease on margins.
Imports recovered over 2020, with a value of over €2,101 million, recording an increase of 8.8%, while in terms of quantity, performance was more measured (0.7%).
The concentration level in the first ten destinations by value of Italian cosmetic exports was positive, accounting for just under 64% of the total, redistributing the value beyond consolidated trade partners (the concentration was 66% in 2020).
The 2019-2021 period recorded a partial recovery in export values which, as will be the case with domestic turnover, will return to pre-crisis levels during 2022.
In fact, the trade balance, equal to €2,748 million at the end of 2021, recovered approximately €420 million compared to 2020, but recorded a negative difference, albeit of just several tens of million euros, compared to 2019.
Looking at each individual country, our most loyal partners have renewed their focus on cosmetics made in Italy: France (+6.0%), the United States (+28.0%) and Germany (+6.6%) which, alone, accounts for over 1.5 billion of cosmetic exports. Besides the United States, double digit growth was also recorded for Hong Kong (+23.1%), the Netherlands (+34.0%) and the United Arab Emirates (+37.2%).
The United Kingdom instead recorded a decrease of -1.0%, affected by the impact of Brexit.
Considering countries which are strategic for internationalisation, average annual growth was reported (considering the 2011-2021 period) with double-digit figures for exports of cosmetics to China (+38.1%) and India (+16.5%), while, if considering the last year, an excellent performance for exports to Canada (+15.2%) and Brazil (+63.4%) was recorded.
As regards product groups, a negative trend was reported for categories most closely related to hygiene, with a decrease in personal and oral hygiene products of -5.1% and -1.4% respectively Even if marginal in terms of weight and value, hair removal products included in the residual sector "other products" reported a 9.8% decrease in exports.
With the same logics as those of domestic consumption, trends were positive for alcohol-based perfume products (+22.9%), hair products, thanks to the strong focus on exports of companies specialised in the hair salon channel (+14.7%) and make-up products (+13.3%).
Imports also recorded an excellent performance, driven above all by body care products (+10.3%) and alcohol-based perfume products (+19.4%).
The latter group of products, together with make-up and hair care products, recorded the highest trade balance when compared with other cosmetics categories, demonstrating the level of specialisation and competitiveness of cosmetics companies in the global arena.
The pandemic crisis and war have recalibrated world trade points, forcing cosmetics companies to replace, at least temporarily, some destination flows. Finland and Singapore, to mention two recent examples, are routes which are offsetting the crucial market outlets that are fundamental for Italian cosmetics.
The recovery of the trade fair sector has certainly steered important signs of the so-called "new normal", thanks to positive feedback from operators on meetings with international buyers.

Export of finished and semi-finished products

Surveys from January to December

	QUANTITIES (tonnes)			VALUE (thousands of euro)		
	2020	2021	% var.	2020	2021	% var.
Shampoos	104,620	105,453	0.8%	250	268	6.9%
Hair preparations	1,675	1,439	-14.1%	10	9	-12.7%
Hair sprays	3,528	4,406	24.9%	14	17	22.5%
Hair lotions and other products for hair care	123,086	483,359	292.7%	663	782	17.9%
Lip make-up products	3,801	3,468	-8.8%	176	194	10.4%
Eye make-up products	9,527	10,798	13.3%	327	386	18.1%
Nailcare products	1,320	2,124	60.9%	22	28	26.9%
Powders and compact powders	5,639	5,493	-2.6%	164	172	5.0%
Creams and other products	56,335	102,546	82.0%	945	1,116	18.2%
Body deodorants	26,361	24,758	-6.1%	137	142	4.1%
Bath preparations	40,885	21,639	-47.1%	50	34	-32.3%
Toilet soaps	72,195	68,643	-4.9%	137	131	-4.5%
Toothpastes	6,375	6,033	-5.4%	49	50	1.2%
Other preparations for oral hygiene	102,971	100,406	-2.5%	188	184	-2.1%
Shaving, pre-shave and after shave products	6,495	10,363	59.5%	33	38	13.4%
Perfumes and eau de parfums	13,611	17,601	29.3%	380	480	26.4%
Toilet waters and eau de cologne	19,220	22,619	17.7%	572	689	20.5%
Other perfume and toiletry products	26,695	23,096	-13.5%	144	130	-9.8%
Total – exports	**624,338**	**1,014,246**	**62.5%**	**4,260**	**4,849**	**13.8%**

Prepared by the Research and Business Culture Unit, with ISTAT data

Import of finished and semi-finished products
Surveys from January to December

	QUANTITIES (tonnes)			VALUE (thousands of euro)		
	2020	2021	% var.	2020	2021	% var.
Shampoos	50,047	51,867	3.6%	105	106	1.3%
Hair preparations	262	234	-10.7%	2	2	-0.6%
Hair sprays	2,077	2,140	3.0%	8	9	13.0%
Hair lotions and other products for hair care	37,254	34,990	-6.1%	146	144	-0.8%
Lip make-up products	2,334	1,044	-55.3%	50	45	-10.7%
Eye make-up products	4,971	2,241	-54.9%	90	95	5.2%
Nailcare products	3,303	4,250	28.7%	42	42	-0.8%
Powders and compact powders	2,353	2,288	-2.8%	28	31	11.9%
Creams and other products	59,506	65,743	10.5%	697	768	10.3%
Body deodorants	10,621	11,243	5.9%	60	68	12.7%
Bath preparations	14,789	10,873	-26.5%	24	23	-6.6%
Toilet soaps	28,259	29,707	5.1%	50	52	4.2%
Toothpastes	29,204	27,399	-6.2%	91	91	0.0%
Other preparations for oral hygiene	10,487	11,284	7.6%	33	36	10.2%
Shaving, pre-shave and after shave products	16,130	11,629	-27.9%	18	17	-8.1%
Perfumes and eau de parfums	12,350	15,454	25.1%	222	269	21.1%
Toilet waters and eau de cologne	9,787	14,228	45.4%	208	245	17.6%
Other perfume and toiletry products	9,514	8,838	-7.1%	59	60	1.1%
Total imports	**303,248**	**305,454**	**0.7%**	**1,931**	**2,101**	**8.8%**

Prepared by the Research and Business Culture Unit, with ISTAT data

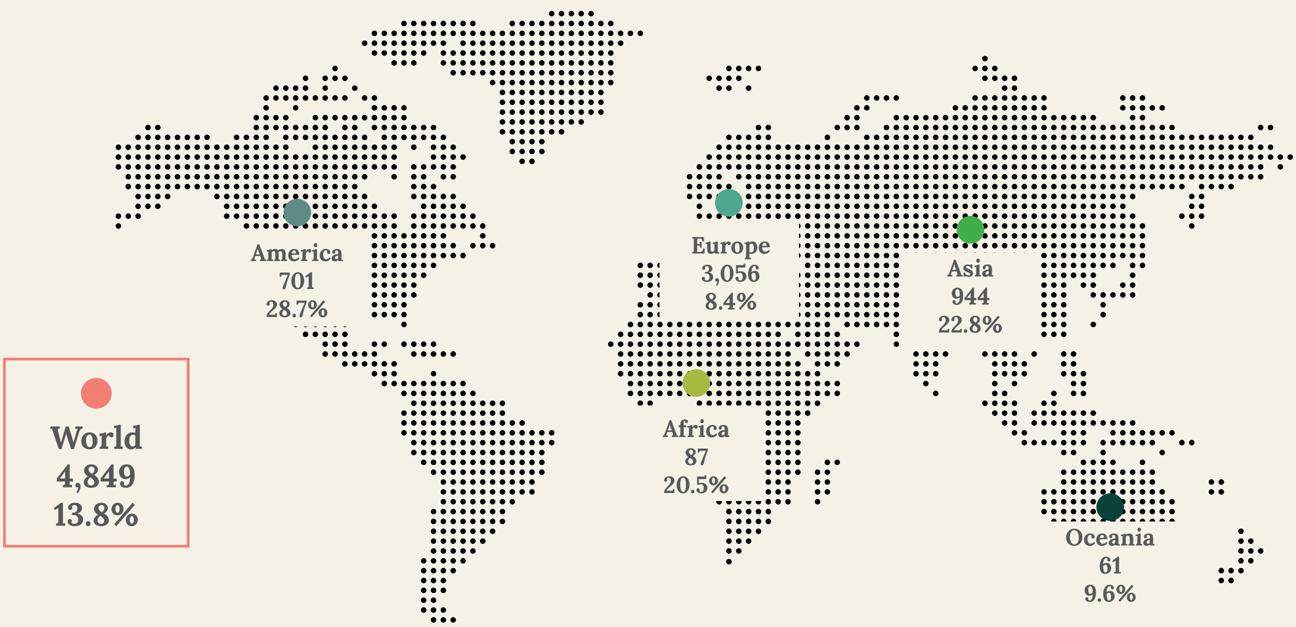
Italian cosmetics industry exports – top 10

Value of exports in € millions and % variations

	Exports 2021	Weight % on export total for 2021	% change '21/'20	% change '21/'19
France	552	11.4%	6.0%	-10.2%
United States	528	10.9%	28.0%	3.0%
Germany	498	10.3%	6.6%	-12.0%
Hong Kong	298	6.1%	23.1%	22.4%
Spain	276	5.7%	5.1%	-9.4%
United Kingdom	271	5.6%	-1.0%	-23.9%
Netherlands	225	4.6%	34.0%	31.2%
Poland	176	3.6%	6.7%	6.8%
United Arab Emirates	141	2.9%	37.2%	1.6%
Belgium	118	2.4%	18.0%	-18.0%

International flows

Exports- values in € millions, percentage variations 2021-2020

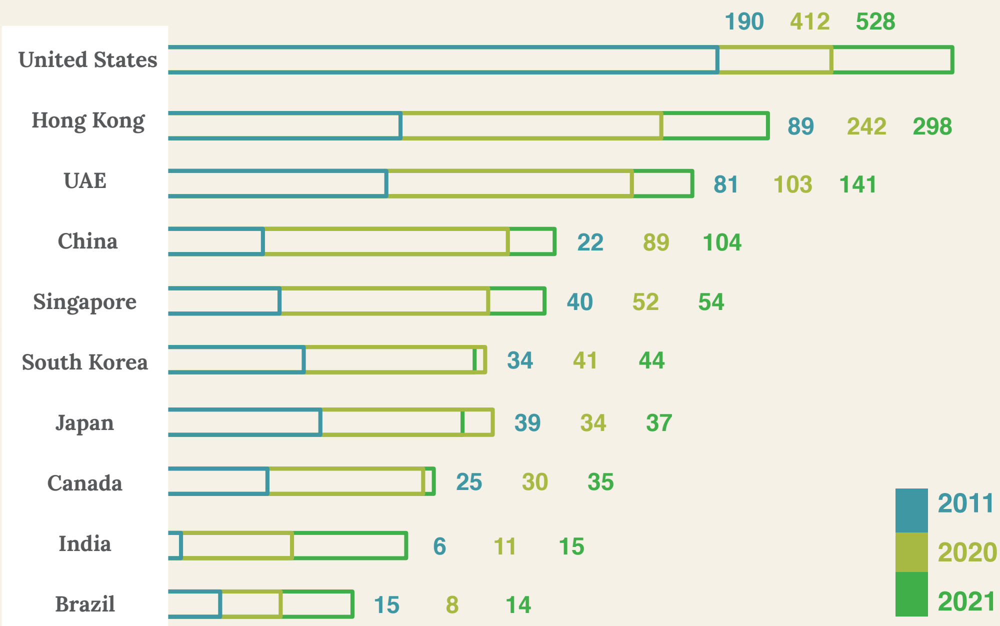


Population

	World	Europe	Asia	Americas	Africa	Oceania
2021	7,957	749	4,721	1,038	1,405	44
Share %	2.1%	0.1%	1.7%	1.5%	4.8%	1.6%

Countries with strategic importance for internationalisation activities

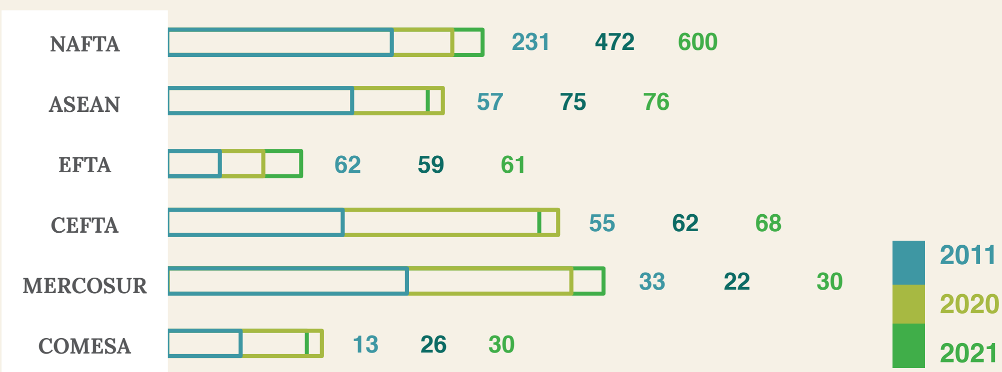
Value of exports in € millions and % variations



	Var %'21/'20	Var %'21/'11
United States	28.0%	17.9%
Hong Kong	23.1%	23.5%
UAE	37.2%	7.4%
China	16.7%	38.1%
Singapore	4.2%	3.6%
South Korea	6.2%	2.8%
Japan	7.1%	-0.6%
Canada	15.2%	3.7%
India	37.7%	16.5%
Brazil	63.4%	-1.0%

Geo-economic areas

Value of exports in € millions and % variations



	Var % '21/'20	Var % '21/'11
NAFTA	27.2%	16.0%
ASEAN	1.9%	3.5%
EFTA	4.5%	-0.2%
CEFTA	9.7%	2.2%
MERCOSUR	36.0%	-1.0%
COMESA	14.7%	13.7%

1. NAFTA comprises: Canada, Mexico, US
2. ASEAN comprises: Burma, Brunei, Cambodia, Philippines, Indonesia, Laos, Malaysia, Singapore, Thailand, Vietnam
3. EFTA comprises: Iceland, Liechtenstein, Norway, Switzerland
4. CEFTA comprises: Croatia, Macedonia, Moldova, Serbia, Bosnia and Herzegovina, Montenegro, Albania, Kosovo
5. MERCOSUR comprises: Argentina, Brazil, Paraguay, Uruguay
6. COMESA comprises: Burundi, Comoros, Congo, Egypt, Eritrea, Ethiopia, Djibouti, Kenya, Libya, Madagascar, Malawi, Mauritius, Rwanda, Seychelles, Sudan, Swaziland, Uganda, Zambia, Zimbabwe

Leading importers by macro-category

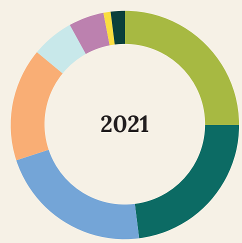
Italian exports of cosmetics in 2021 – values in € millions

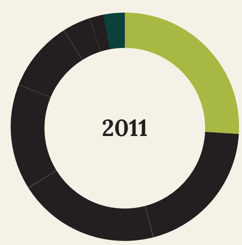
Products for hair care		Products for make-up		Products for face and body		Personal cleansing	
United States	130	France	231	Hong Kong	158	France	40
Spain	86	United States	116	United States	132	Spain	31
France	83	Germany	107	Germany	101	Germany	27
Germany	66	Belgium	65	France	96	United Kingdom	23
United Kingdom	58	United Kingdom	38	Poland	57	Netherlands	23
Oral hygiene		**Products for men**		**Alcohol-based perfume products**		**Other products**	
United Kingdom	42	Netherlands	6	Germany	139	France	17
Germany	42	Germany	4	United States	127	Russia	12
France	21	Belgium	3	Hong Kong	117	Germany	11
Spain	13	France	2	United Arab Emirates	85	United Kingdom	8
Poland	10	United States	2	Netherlands	66	United States	6

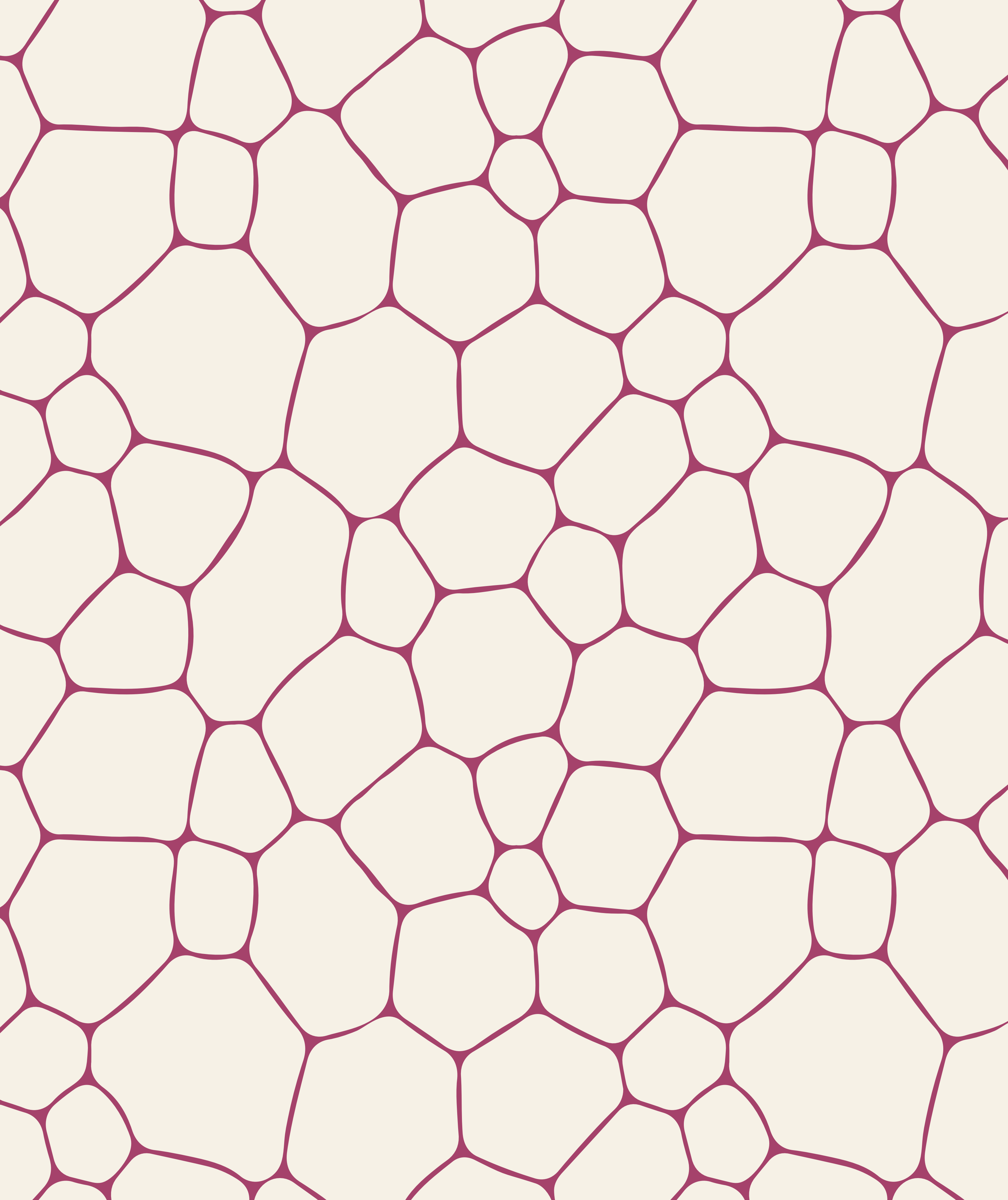
Breakdown of exports by macro category

Italian exports in 2021 – values in € millions and % variations

	2011	weight % '11 on total export	2021	weight % '21 on total export	% change '21/'11
Alcohol-based perfume products	693	25.9%	1,169	24.1%	6.9%
Facial and body care products	523	19.6%	1,116	23.0%	11.3%
Products for hair care	532	19.9%	1,075	22.2%	10.2%
Products for make-up	408	15.3%	780	16.1%	9.1%
Personal cleansing	262	9.8%	307	6.3%	1.7%
Oral hygiene	113	4.2%	234	4.8%	10.7%
Products for men	49	1.8%	38	0.8%	-2.3%
Other products	91	3.4%	130	2.7%	4.2%
	2,672	100.0%	4,849	100.0%	8.1%







4 Evolution and changes in trends between consumer disorientation and consolidation of pre-crisis orientation

Processed by BEAUTYSTREAMS

The current scenario, which is continually evolving, points to unexpected adaptations in consumer behaviour.
This purchasing behaviour is increasingly quick-paced and geared to overcoming habits imposed by the pandemic, explaining the considerable impact the last two years have had on the lives of Italians.
This latent uncertainty is offset, as regards the offering from the cosmetics industry, with products that can reassure consumers, through a transparent, responsible communication: this latter aspect has a dual significance regarding both the company's social dimension and environmental matters.
The next sections describe the best solutions that brands may adopt to meet the needs of a unique consumer, increasingly mindful of the value of the truth and product innovation. The focus on cosmetics categories, by BEAUTYSTREAMS, ends with an analysis of sustainable packaging trends, that will take the lead, with a new survey conducted by the Research Department on cosmetics with a natural and sustainable connotation.

Facial and body care products

The pandemic focussed the world's attention on skincare, with a priority given to skincare routines.
Social platforms opened new channels for the sale of cosmetics, with a narration related to formulas and the identification of brand values. TikTok, Instagram and YouTube proved to be robust communication drivers, exploiting the visual experience and interaction with consumers, particularly the Z generation, with products meeting more specific needs.
Health and wellbeing became central issues in the last few years and are increasingly incorporated in daily beauty routines, as modern consumers recognise the crucial role of self-care combined with a healthy lifestyle, a balanced diet, physical exercise and enough sleep.
Taking care of oneself for wellbeing and to reduce stress is a trend that will be strongly linked with body care products over the next few years and, with a return to a busy pace of daily life, there will be a greater need to optimise times to spend on oneself, with meditative, relaxing moments similar to a spa. The opportunity for brands lies in the offering of skin care products that are also for relaxation, with their textures and modes of application offering a relaxing experience.

Products for make-up

Domestic demand for cosmetics during the lengthy lockdowns also led to an offering based on experiences related to augmented reality, through apps able to provide advice on colour palettes and colour therapy for make-up products.
Make-up routines, traditionally focussed on a purely aesthetic level, have transitioned to a more mindful, holistic ritual. The social role of cosmetics is clearly evident in the use of make-up as a way to feel good about oneself and in society. Whereas the so-called lipstick effect was impacted by the use of face masks during the long time that regulations were in place to offset the effects of COVID-19, brands have been able to combine the application of make-up with mindfulness, i.e. the rituals that help consumers get back in touch with themselves, take care of their skin, awaken the senses and enjoy experimenting with make-up at a deeper level.
Over the last few years, the approach to make-up products has shifted towards a minimalist trend, even though this has been accompanied by a growing demand for hybrid make-up products which offer more specific benefits than simply covering, colouring or concealing imperfections. The focus is on formulas that improve the skin, protecting and perfecting it at the same time. The greater attention paid to self-care is also a factor that persuaded a number of face make-up brands to create innovative products with hybrid formulations, combining the functionality of skincare with make-up products.
This minimalist trend in make-up will steer attention towards product lines that are simple and clean, streamlining consumers' routines.
The metaverse is contributing to further developing this make-up category, while consumers explore the hybrid boundaries between the digital and real world, driving brands to create experiences with these new platforms. The coming together of the virtual and physical worlds offers brands opportunities on various levels: innovation in artificial intelligence, big data, augmented reality and virtual reality are changing how consumers interact with brands related to make-up and nail polishes, and are driving the creative development of beauty in new digital areas. Some cosmetics brands offer consumers new shopping experiences in the metaverse, with AR techniques that provide instantaneous moments, virtual try-ons and tempt consumers to explore, experiment and customise.

Hair and scalp care products

The simple gesture of hair washing was transformed into a new beauty ritual, temporarily offset during lockdowns and due to consumers not being able to go to salons.
This approach was bolstered by webinars and virtual meetings where users had to manage their image on screen. Consequently, impeccable skin and perfect hair became a must.
The trend for the future concerns increasingly specific solutions for hair and scalp care, with a wider range of textures and ingredients.
In addition hair treatments and dyes purchased on traditional channels are also impacted by the Z generation trying out different nuances inspired by fantasy and the world of TikTok and Instagram influencers, with a view to changing hair colour more frequently, trying out formulas that wash out after several shampoos.

Products for men

The perception of male beauty has also changed in the last few years. Routines have become more elaborate and sophisticated. Many brands are responding to the specific needs of men.
The men's segment, and in particular the young consumers' group, has a greater freedom of expression, consequently with a greater acceptance and use of skin care products and make-up.
As beauty routines gradually evolve and men begin to show a greater desire to talk about and review products with their peers, brands will adopt a digital content that is increasingly significant to educate consumers and make them aware, through videos and tutorials to increase brand loyalty.
This opening up to a greater experimentation is accelerating trends related to male beauty, shifting perceptions towards a more diversified vision of masculinity.
Make-up for men is no longer a taboo: it is becoming a form of expression accepted not only in the fashion world, but also on a day-to-day level, thanks to an offering that will undoubtedly consolidate.

Alcohol-based perfume products

The fragrance industry is adopting production processes that respect the environment, at increasingly important levels. Although a relatively new concept is unfolding with an objective profile, refills and the re-use of primary packaging for fragrances have led to growth and significant innovation within the category.
Brands are working with fragrance houses that have a wide range of recycled materials, from wood dust collected from the furnishing industry to distilled rose petals or vanilla pods discarded by the food industry. The use of recycled ingredients can offer endless possibilities for creating luxury perfumes while fully respecting nature.
Closely related to the concept of memory, fragrance is a category that is particularly emotional, so naturally, the various notes associated with the male or female gender are highly subjective. Now, new codes of olfactory compositions are being freed from stereotyped markers, throughout the category, and the traditional concepts of "male" and "female" are being shuffled, while perfumers explore increasingly alternative territories. Each aspect of neutral fragrances compared to gender (from marketing campaigns, to the bottles and actual perfumes), goes beyond the traditional binary narrative, inviting consumers to freely explore their identity.
We are moving away from the notion of fragrance used to model our identity in a social context, shifting towards a concept of fragrance that is more to do with rituals that improve out mood and boost our general wellbeing. In fact, fragrances that can stimulate the emotions and positive feelings, including happiness, peace of mind, pleasure and love, and that can create a relaxing mood are those most sought after by consumers.

Packaging

The effort placed on zero emissions, recycled and recyclable products and, more generally, minimising impact on the environment is an increasingly important aspect of engagement with consumers.
Packaging plays a fundamental role in the market diktat. Besides ease of use, there is a demand for a system to deliver products that avoids waste, and above all, with individual items that can easily be disposed of.
The most sought after concepts up until today are re-using packaging (upcyling), that can be kept as a souvenir or collection item, as well as packaging with compostable materials. In the light of these trends, new packaging and formulation strategies are emerging.
Besides sustainable initiatives, the redefinition of the concept of luxury is coming to the fore, thanks to the use of new materials and new ways of communicating with the consumer: a clean, minimalist design is being innovated through new formats mindful of issues related to the environment, thanks to colour palettes, an opacity and texture, i.e. a sensorial profile which is closer to nature.

Cosmetics with a natural, sustainable connotation

The study undertaken by the Research Unit on cosmetics with a natural and sustainable connotation provides a dual vision of the phenomenon, in terms of sell-in (turnover) and sell-out, i.e. consumption of this type of cosmetics in Italy in 2021.
The two surveys, which are unique thanks to the scope of classification the Association defined for economic measurement purposes, provide details of the channelling of the analysed phenomenon, as well as a breakdown by product group, that will be presented during 2022.
The lack of regulations defining what a cosmetic with a natural, sustainable connotation is, helps to contextualise the data presented in terms of communication and marketing, getting round any type of statutory definition at a regulatory level.

Looking at turnover levels in detail, the update to research proposed in 2020 shows a sell-in value equal to €1,848 million, and a growth of 11.7% compared to the two-year period of the first edition (2019-2021).
The two reference sets, i.e. the natural/organic connotation and the sustainability/eco-friendly connotation represent €839 and €1,009 million respectively, with a more sustained growth for the sustainable aspect of cosmetics (+7.8% the natural connotation and +15.2% the variation compared to the previous figure for the sustainable connotation).
The analysis of these figures and trends are accompanied by the exclusive presentation of consumption values, which at the end of 2021 accounted for €2,654 million and a growth of 12.6% compared to the same period of comparison relating to the analysis of turnover.

Figures for the market of cosmetics with a natural and sustainable connotation trend more towards aspects related to sustainability. In fact, the figures are close to €1,500 million at the end of 2021, with a growth of 16.4% compared to the previous two years; the scope and trend of the natural connotation was instead more moderate, with nearly €1,160 million and a growth of +8.1%. Clearly, the mature curve of the natural connotation has saturated the market, while the theme of sustainability still has considerable margins for growth in terms of narration and the active involvement of consumers.

The value of cosmetics with a natural, sustainable connotation in Italy, in 2021

Data processed by the Research and Business Culture Unit, values in € millions and % variations

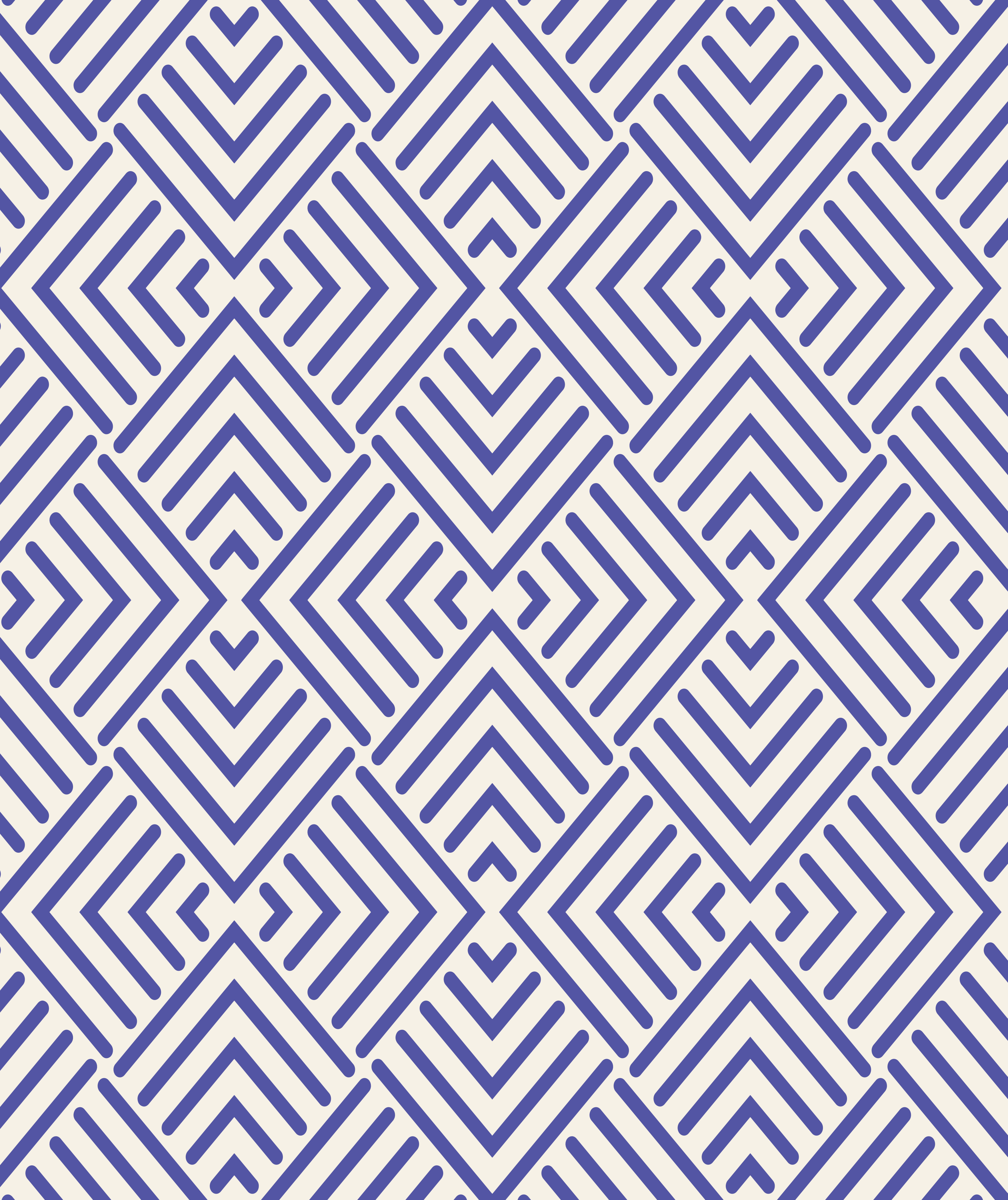
	PRODUCTION: Turnover value (sell-in)		PURCHASING: Market value (sell-out)	
	2021	% change 2021/2019	2021	% change 2021/2019
Cosmetics with a natural/organic connotation	839	7.8%	1,159	8.1%
Two subsets overlapping	1,042	12.7%	1,486	13.5%
Sustainable/eco-friendly cosmetics	1,009	15.2%	1,494	16.4%
Total	1,848	11.7%	2,654	12.6%

Claims related to the offering of cosmetics with a natural, sustainable connotation account for around 55% of the total of cosmetics placed on the market worldwide. This proportion for Italy increases to 62%: this figure is affected both by a delay in this phenomenon reaching the national market, and therefore a delay in a greater focus on this trend, and by a more sophisticated culture and pursuit of a public mindful of social and environmental issues.
Over the last 5 years, with the same logics recorded for defining turnover and market values, launches with claims related to sustainability have increased at a faster pace compared to those that focus on natural aspects, both at a global level and in Italy.

The number of cosmetics with a natural, sustainable connotation placed on the market at a global level and in Italy, in 2021

Data processed by the Research and Business Culture Unit using Mintel sources. % of cosmetics with a natural, sustainable connotation out of total cosmetics launches

	Total launches	Annual average growth between 2016 and 2021	Connotation natural/organic	Connotation sustainable/ eco-friendly
In the world	**94,000**	8.8%	44.0%	56.0%
In Italy	**1,800**	11.1%	42.0%	58.0%



5 The evolution of cosmetics consumption through history

The following pages show some significant statistical tables that allow the trend of cosmetics consumption to be analysed according to product categories and distribution channels. The statistical annex offers two sets of data; indeed, each distribution channel and the total of distribution channels highlight the development of consumption at historic prices and at actual values compared to 2021.

Development of consumption at historical values

The tables show, for each year starting from 2011, total consumption, quantified in millions of euro, retail prices including VAT, the value of money in each reporting year, i.e. without taking account of the effects of devaluation occurring between the first and last year of revaluation.

The percentage changes referring to the annual trend of consumption at historic prices take into account the inflationary effect. These are variations that measure price increases offset, more or less, with quantitative variations in consumption.

Development of consumption at actual values

Consumption values at historical prices are recalculated in these tables on the basis of the devaluation that took place in each year. The conversion of consumption values on a 2021 basis allows market changes in the most recent period to be highlighted, with a good approximation in terms of trading volumes. In fact, assuming that the annual increase in prices coincides with inflation, the percentage change in actual values shows how consumption has changed quantitatively over time, regardless of the developments in price lists.

It should be noted that, as a result of the revision carried out on products and channels last year, retroactively until 2011, e-commerce and single-brand stores, all the bases and quotas of the tables were revised, which inevitably led to substantial changes, and they are therefore no longer comparable with previous reports.

Conversion table (base 2021 = 1)

YEAR	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
EURO	1.119	1.116	1.099	1.070	1.039	1.027	1.025	1.026	1.027	1.016	1.005	1.000

Source: ISTAT

HISTORICAL DATA

Values in € millions

Italian cosmetics market

	2014	% var. 14/13	2015	% var. 15/14	2016	% var. 16/15	2017	% var. 17/16	2018	% var. 18/17	2019	% var. 19/18	2020	% var. 20/19	2021	% var. 21/20
Pharmacies	1,799	1.5	1,827	1.6	1,825	-0.1	1,862	2.0	1,854	-0.4	1,877	1.2	1,810	-3.5	1,866	3.1
Beauty stores	1,992	-2.4	2,010	0.9	2,028	0.9	2,018	-0.5	2,048	1.5	2,093	2.2	1,548	-26.1	1,877	21.3
Mass market and other channels*	4,864	-1.5	4,935	1.5	4,896	-0.8	4,954	1.2	5,003	1.0	5,044	0.8	4,755	-5.7	4,920	3.5
Direct sales: door-to-door and mail-order sales	523	-3.1	503	-3.7	490	-2.7	494	1.0	485	-2.0	482	-0.5	338	-30.0	344	2.0
E-commerce	110	44.7	184	66.4	261	42.1	321	23.1	392	22.0	498	27.0	707	42.0	871	23.2
Beauty salons	232	-3.5	224	-3.1	229	2.1	234	2.0	235	0.5	237	0.9	168	-29.0	211	25.2
Hairdressing	572	-3.4	559	-2.2	565	1.0	571	1.0	574	0.5	585	2.0	453	-22.5	550	21.3
Total	**10,091**	**-1.0**	**10,243**	**1.5**	**10,295**	**0.5**	**10,455**	**1.6**	**10,590**	**1.3**	**10,817**	**2.1**	**9,780**	**-9.6**	**10,640**	**8.8**

Composition % of the Italian cosmetics market

	2014		2015		2016		2017		2018		2019		2020		2021	
	a.v.	Comp. %	a.v.	Comp. %	a.v.	Comp. %	a.v.	Comp. %	a.v.	Comp. %	a.v.	Comp. %	a.v.	Comp. %	a.v.	Comp. %
Pharmacies	1,799	17.8	1,827	17.8	1,825	17.7	1,862	17.8	1,854	17.5	1,877	17.4	1,810	18.5	1,866	17.5
Beauty stores	1,992	19.7	2,010	19.6	2,028	19.7	2,018	19.3	2,048	19.3	2,093	19.4	1,548	15.8	1,877	17.6
Mass market and other channels*	4,864	48.2	4,935	48.2	4,896	47.6	4,954	47.4	5,003	47.2	5,044	46.6	4,755	48.6	4,920	46.2
Direct sales: door-to-door and mail-order sales	523	5.2	503	4.9	490	4.8	494	4.7	485	4.6	482	4.5	338	3.5	344	3.2
E-commerce	110	1.1	184	1.8	261	2.5	321	3.1	392	3.7	498	4.6	707	7.2	871	8.2
Beauty salons	232	2.3	224	2.2	229	2.2	234	2.2	235	2.2	237	2.2	168	1.7	211	2.0
Hairdressing	572	5.7	559	5.5	565	5.5	571	5.5	574	5.4	585	5.4	453	4.6	550	5.2
Total	**10,091**	**100%**	**10,243**	**100%**	**10,295**	**100%**	**10,455**	**100%**	**10,590**	**100%**	**10,817**	**100%**	**9,780**	**100%**	**10,640**	**100%**

(*) includes single brand stores

Italian cosmetics market: composition % of products in traditional channels

	2014		2015		2016		2017		2018		2019		2020		2021	
	a.v.	Comp. %	a.v.	Comp. %	a.v.	Comp. %	a.v.	Comp. %	a.v.	Comp. %	a.v.	Comp. %	a.v.	Comp. %	a.v.	Comp. %
Hair and scalp care	1,032	11.9%	1,020	11.6%	978	11.1%	969	10.9%	967	10.8%	968	10.6%	990	12.2%	961	11.1%
Facial care products	1,427	16.4%	1,437	16.3%	1,454	16.5%	1,494	16.8%	1,524	17.0%	1,569	17.3%	1,381	17.0%	1,510	17.4%
Face make-up products	507	5.8%	521	5.9%	544	6.2%	552	6.2%	564	6.3%	569	6.3%	404	5.0%	457	5.3%
Make-up sets	44	0.5%	44	0.5%	45	0.5%	46	0.5%	54	0.6%	53	0.6%	41	0.5%	47	0.5%
Eye make-up products	467	5.4%	499	5.7%	502	5.7%	511	5.7%	518	5.8%	524	5.8%	419	5.2%	490	5.7%
Products for lip care	349	4.0%	366	4.2%	391	4.4%	419	4.7%	429	4.8%	451	5.0%	313	3.9%	344	4.0%
Products for hand care	252	2.9%	248	2.8%	235	2.7%	232	2.6%	230	2.6%	227	2.5%	197	2.4%	215	2.5%
Products for body care	1,387	16.0%	1,417	16.1%	1,387	15.8%	1,418	15.9%	1,402	15.6%	1,403	15.4%	1,293	15.9%	1,361	15.7%
Products for body hygiene	984	11.3%	995	11.3%	984	11.2%	983	11.0%	983	10.9%	981	10.8%	1,032	12.7%	1,017	11.7%
Products for oral hygiene	631	7.3%	640	7.3%	640	7.3%	635	7.1%	630	7.0%	636	7.0%	645	7.9%	646	7.5%
Skin-cleansing products for children	328	3.8%	320	3.6%	314	3.6%	313	3.5%	302	3.4%	297	3.3%	270	3.3%	267	3.1%
Products for men	166	1.9%	162	1.8%	159	1.8%	155	1.7%	151	1.7%	148	1.6%	134	1.6%	139	1.6%
Alcohol-based perfume products	994	11.5%	1,021	11.6%	1,046	11.9%	1,047	11.8%	1,093	12.2%	1,133	12.5%	889	11.0%	1,085	12.5%
Gift sets	113	1.3%	119	1.4%	123	1.4%	127	1.4%	129	1.4%	133	1.5%	107	1.3%	126	1.5%
Total	**8,682**	**100%**	**8,807**	**100%**	**8,803**	**100%**	**8,901**	**100%**	**8,976**	**100%**	**9,093**	**100%**	**8,113**	**100%**	**8,664**	**100%**

Total cosmetic products on traditional channels – Historical values and annual percentage changes

Retail prices VAT included – figures in € millions

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Cosmetic products – total	9,004.7	8,922.6	8,805.2	8,682.2	8,807.4	8,802.6	8,901.3	8,976.0	9,092.7	8,113.4	8,663.8
	2.3%	-1.0%	-1.2%	-1.4%	1.3%	-0.2%	1.1%	0.8%	1.2%	-10.8%	6.8%
Hair and scalp care	1,082.5	1,072.6	1,063.3	1,031.8	1,020.1	978.4	969.4	966.5	968.2	989.5	961.1
	1.9%	-0.9%	-0.9%	-3.0%	-1.1%	-4.1%	-0.9%	-0.3%	0.2%	2.2%	-2.9%
Facial care products	1,443.6	1,433.3	1,433.6	1,426.9	1,436.6	1,454.3	1,493.9	1,524.5	1,568.6	1,380.8	1,509.6
	1.8%	-0.7%	0.0%	-0.5%	0.7%	1.2%	2.7%	2.0%	2.9%	-12.0%	9.3%
Face make-up products	521.5	528.8	507.3	506.6	520.6	544.3	552.4	564.5	568.7	404.3	456.7
	6.9%	1.4%	-4.1%	-0.1%	2.8%	4.5%	1.5%	2.2%	0.7%	-28.9%	12.9%
Make-up sets	41.7	40.7	43.3	44.2	44.4	45.3	46.1	53.7	53.3	41.0	47.2
	3.3%	-2.5%	6.5%	2.1%	0.4%	2.0%	1.9%	16.3%	-0.6%	-23.2%	15.3%
Products for eyes	456.4	466.3	459.5	466.9	499.1	502.4	510.9	518.5	524.2	418.6	489.8
	2.8%	2.2%	-1.5%	1.6%	6.9%	0.7%	1.7%	1.5%	1.1%	-20.1%	17.0%
Products for lip care	387.4	380.2	359.7	349.3	365.8	390.6	418.6	428.8	450.7	312.6	344.3
	4.1%	-1.8%	-5.4%	-2.9%	4.7%	6.8%	7.2%	2.4%	5.1%	-30.6%	10.2%
Products for hand care	282.4	278.6	265.8	252.1	247.7	235.3	231.6	230.0	227.3	196.6	214.8
	3.2%	-1.4%	-4.6%	-5.2%	-1.7%	-5.0%	-1.6%	-0.7%	-1.2%	-13.5%	9.3%
Products for body care	1,459.7	1,447.9	1,430.7	1,387.5	1,417.0	1,386.8	1,418.5	1,401.5	1,403.5	1,293.2	1,361.1
	1.9%	-0.8%	-1.2%	-3.0%	2.1%	-2.1%	2.3%	-1.2%	0.1%	-7.9%	5.2%
Products for body hygiene	1,021.8	1,010.3	997.4	984.0	994.7	983.6	983.1	982.7	981.4	1,031.8	1,016.8
	1.8%	-1.1%	-1.3%	-1.3%	1.1%	-1.1%	0.0%	0.0%	-0.1%	5.1%	-1.5%
Products for oral hygiene	621.3	619.1	627.2	631.1	639.9	640.3	635.4	630.4	636.5	645.0	646.4
	2.2%	-0.4%	1.3%	0.6%	1.4%	0.1%	-0.8%	-0.8%	1.0%	1.3%	0.2%
Skin-cleansing products for children	365.6	357.6	341.0	328.3	320.2	313.7	312.7	302.4	296.6	270.5	266.5
	2.5%	-2.2%	-4.6%	-3.7%	-2.5%	-2.0%	-0.3%	-3.3%	-1.9%	-8.8%	-1.5%
Products for men	192.7	183.7	175.2	166.2	161.6	158.8	154.7	150.8	147.8	133.5	138.7
	1.1%	-4.7%	-4.6%	-5.1%	-2.8%	-1.7%	-2.5%	-2.5%	-2.0%	-9.7%	3.9%
Alcohol-based perfume products	1,010.3	989.7	981.2	994.4	1,020.8	1,046.0	1,046.5	1,092.7	1,133.0	888.8	1,084.5
	1.9%	-2.0%	-0.9%	1.3%	2.7%	2.5%	0.1%	4.4%	3.7%	-21.6%	22.0%
Gift sets	117.7	113.8	120.1	112.9	119.1	122.7	127.4	129.0	133.0	107.1	126.2
	5.4%	-3.3%	5.5%	-6.0%	5.5%	3.0%	3.9%	1.3%	3.1%	-19.4%	17.8%

Total cosmetic products on traditional channels – Actual values and annual percentage changes

Retail prices VAT included – figures in € millions

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Cosmetic products – total	10,049.2	9,806.0	9,421.6	9,020.8	9,045.2	9,022.6	9132.7	9218.3	9238.2	8153.9	8663.8
	2.2%	-2.4%	-3.9%	-4.3%	0.3%	-0.2%	1.2%	0.8%	1.2%	-10.8%	6.8%
Hair and scalp care	1,208.0	1,178.8	1,137.7	1,072.0	1,047.7	1,002.9	994.6	992.6	983.7	994.4	961.1
	1.7%	-2.4%	-3.5%	-5.8%	-2.3%	-4.3%	-0.8%	-0.3%	0.2%	2.2%	-2.9%
Facial care products	1,611.0	1,575.2	1,534.0	1,482.6	1,475.3	1,490.7	1532.7	1565.6	1593.7	1387.7	1509.6
	1.6%	-2.2%	-2.6%	-3.4%	-0.5%	1.0%	2.8%	2.0%	2.9%	-12.0%	9.3%
Face make-up products	582.0	581.1	542.8	526.4	534.7	557.9	566.7	579.7	577.8	406.3	456.7
	6.6%	-0.2%	-6.6%	-3.0%	1.6%	4.3%	1.6%	2.2%	0.7%	-28.9%	12.9%
Make-up sets	46.6	44.7	46.4	45.9	45.6	46.4	47.3	55.1	54.2	41.2	47.2
	3.0%	-4.0%	3.7%	-0.9%	-0.8%	1.8%	2.0%	16.3%	-0.6%	-23.2%	15.3%
Products for eyes	509.4	512.5	491.6	485.1	512.6	515.0	524.2	532.5	532.6	420.7	489.8
	2.5%	0.6%	-4.1%	-1.3%	5.7%	0.5%	1.8%	1.5%	1.1%	-20.1%	17.0%
Products for lip care	432.3	417.9	384.9	363.0	375.6	400.4	429.5	440.4	457.9	314.2	344.3
	3.8%	-3.3%	-7.9%	-5.7%	3.5%	6.6%	7.3%	2.4%	5.1%	-30.6%	10.2%
Products for hand care	315.2	306.1	284.4	261.9	254.4	241.2	237.6	236.2	230.9	197.6	214.8
	2.9%	-2.9%	-7.1%	-7.9%	-2.9%	-5.2%	-1.5%	-0.7%	-1.2%	-13.5%	9.3%
Products for body care	1,629.1	1,591.2	1,530.8	1,441.6	1,455.3	1,421.5	1455.3	1439.3	1425.9	1299.7	1361.1
	1.7%	-2.3%	-3.8%	-5.8%	0.9%	-2.3%	2.4%	-1.2%	0.1%	-7.9%	5.2%
Products for body hygiene	1,140.4	1,110.3	1,067.2	1,022.4	1,021.5	1,008.2	1008.7	1009.3	997.1	1037.0	1016.8
	1.6%	-2.6%	-3.9%	-4.2%	-0.1%	-1.3%	0.0%	0.0%	-0.1%	5.1%	-1.5%
Products for oral hygiene	693.4	680.4	671.1	655.7	657.1	656.4	651.9	647.4	646.7	648.2	646.4
	2.0%	-1.9%	-1.4%	-2.3%	0.2%	-0.1%	-0.7%	-0.8%	1.0%	1.3%	0.2%
Skin-cleansing products for children	408.0	393.0	364.9	341.1	328.8	321.5	320.8	310.6	301.4	271.8	266.5
	2.2%	-3.7%	-7.2%	-6.5%	-3.6%	-2.2%	-0.2%	-3.3%	-1.9%	-8.8%	-1.5%
Products for men	215.0	201.9	187.5	172.7	165.9	162.8	158.8	154.9	150.2	134.2	138.7
	0.8%	-6.1%	-7.1%	-7.9%	-3.9%	-1.9%	-2.4%	-2.5%	-2.0%	-9.7%	3.9%
Alcohol-based perfume products	1,127.4	1,087.7	1,049.8	1,033.2	1,048.3	1,072.1	1073.8	1122.2	1151.1	893.2	1084.5
	1.7%	-3.5%	-3.5%	-1.6%	1.5%	2.3%	0.2%	4.4%	3.7%	-21.6%	22.0%
Gift sets	131.4	125.1	128.5	117.3	122.3	125.8	130.7	132.5	135.1	107.7	126.2
	5.1%	-4.8%	2.7%	-8.7%	4.3%	2.8%	4.0%	1.3%	3.1%	-19.4%	17.8%

PHARMACIES - Historical values and annual percentage changes

Retail prices VAT included – figures in € millions

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Cosmetic products – total	1,792.5	1,767.8	1,774.2	1,800.7	1,827.9	1,825.7	1,861.4	1,852.9	1,877.1	1,810.3	1,866.2
	1.9%	-1.4%	0.4%	1.5%	1.5%	-0.1%	2.0%	-0.4%	1.2%	-3.6%	3.1%
Hair and scalp care	182.6	179.5	179.0	178.7	182.6	181.8	181.2	181.6	182.7	192.8	186.1
	1.5%	-1.7%	-0.3%	-0.2%	2.2%	-0.4%	-0.3%	0.2%	0.6%	5.5%	-3.5%
Facial care products	474.6	472.5	475.6	482.1	487.9	499.1	515.3	522.5	538.4	532.8	557.2
	1.0%	-0.5%	0.7%	1.4%	1.2%	2.3%	3.3%	1.4%	3.1%	-1.1%	4.6%
Face make-up products	50.2	51.5	51.3	55.8	58.0	56.7	59.5	59.7	59.6	39.7	40.9
	-0.4%	2.6%	-0.5%	8.8%	3.9%	-2.2%	5.0%	0.3%	-0.2%	-33.4%	2.9%
Make-up sets	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.3
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.1%	12.7%	-5.6%	-30.1%
Products for eyes	11.4	12.4	12.6	29.5	32.6	29.6	32.6	32.7	34.0	29.0	30.2
	2.0%	8.9%	2.2%	133.2%	10.6%	-9.1%	9.9%	0.3%	4.1%	-14.9%	4.3%
Products for lip care	43.4	44.1	43.2	43.4	43.8	45.4	51.1	53.3	56.8	47.6	48.6
	-1.3%	1.4%	-1.9%	0.4%	1.0%	3.6%	12.6%	4.3%	6.5%	-16.2%	2.2%
Products for hand care	41.0	41.4	38.7	35.9	37.8	37.0	40.3	39.7	41.4	41.6	43.9
	3.2%	1.0%	-6.6%	-7.3%	5.3%	-2.1%	8.9%	-1.5%	4.5%	0.5%	5.5%
Products for body care	464.1	450.6	454.6	451.5	457.1	447.4	453.9	445.5	448.7	415.4	439.0
	4.0%	-2.9%	0.9%	-0.7%	1.2%	-2.1%	1.5%	-1.8%	0.7%	-7.4%	5.7%
Products for body hygiene	263.1	257.8	260.6	266.0	270.0	272.4	273.2	271.0	269.3	274.9	280.4
	2.9%	-2.0%	1.1%	2.1%	1.5%	0.9%	0.3%	-0.8%	-0.6%	2.1%	2.0%
Products for oral hygiene	139.8	138.4	142.7	144.3	145.9	144.8	141.6	136.0	134.6	135.5	138.4
	-0.3%	-1.0%	3.1%	1.1%	1.1%	-0.8%	-2.2%	-4.0%	-1.0%	0.7%	2.2%
Skin-cleansing products for children	101.9	100.2	96.4	93.7	91.3	90.5	87.4	83.1	81.2	75.7	72.5
	0.5%	-1.7%	-3.8%	-2.8%	-2.5%	-0.9%	-3.4%	-4.8%	-2.3%	-6.8%	-4.2%
Products for men	14.4	13.0	12.6	12.0	10.9	10.8	10.3	9.7	9.3	8.2	8.3
	-4.8%	-9.6%	-3.0%	-5.4%	-9.1%	-0.9%	-4.7%	-5.1%	-4.3%	-12.1%	0.7%
Alcohol-based perfume products	5.2	5.8	6.2	7.4	9.5	9.7	14.4	17.4	20.2	16.5	19.4
	27.0%	11.2%	6.9%	18.8%	29.1%	2.1%	47.9%	20.9%	16.5%	-18.5%	17.5%
Gift sets	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	1.1
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-2.3%	278.8%

PHARMACIES - Actual values and annual percentage changes

Retail prices VAT included – figures in € millions

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Cosmetic products – total	**2,000.4**	**1,942.8**	**1,898.4**	**1,870.9**	**1,877.3**	**1,871.3**	**1,909.8**	**1,902.9**	**1,907.1**	**1,819.3**	**1,866.2**
	1.6%	-2.9%	-2.3%	-1.4%	0.3%	-0.3%	2.1%	-0.4%	1.2%	-3.6%	3.1%
Hair and scalp care	203.8	197.3	191.6	185.6	187.5	186.4	185.9	186.5	185.7	193.8	186.1
	1.2%	-3.2%	-2.9%	-3.1%	1.0%	-0.6%	-0.2%	0.2%	0.6%	5.5%	-3.5%
Facial care products	529.7	519.3	508.9	500.9	501.1	511.6	528.7	536.6	547.0	535.4	557.2
	0.7%	-2.0%	-2.0%	-1.6%	0.1%	2.1%	3.4%	1.4%	3.1%	-1.1%	4.6%
Face make-up products	56.1	56.6	54.8	58.0	59.6	58.1	61.1	61.3	60.6	39.9	40.9
	-0.7%	1.0%	-3.1%	5.7%	2.7%	-2.4%	5.1%	0.3%	-0.2%	-33.4%	2.9%
Make-up sets	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.4	0.4	0.4	0.3
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.1%	12.7%	-5.6%	-30.1%
Products for eyes	12.7	13.6	13.5	30.6	33.5	30.4	33.4	33.6	34.6	29.1	30.2
	1.8%	7.3%	-0.5%	126.5%	9.3%	-9.3%	10.0%	0.3%	4.1%	-14.9%	4.3%
Products for lip care	48.5	48.4	46.2	45.1	45.0	46.5	52.4	54.7	57.7	47.8	48.6
	-1.6%	-0.1%	-4.5%	-2.5%	-0.1%	3.4%	12.7%	4.3%	6.5%	-16.2%	2.2%
Products for hand care	45.8	45.5	41.4	37.3	38.8	37.9	41.3	40.7	42.1	41.8	43.9
	2.9%	-0.5%	-9.0%	-10.0%	4.1%	-2.3%	9.0%	-1.5%	4.5%	0.5%	5.5%
Products for body care	518.0	495.2	486.4	469.1	469.4	458.6	465.7	457.6	455.8	417.4	439.0
	3.7%	-4.4%	-1.8%	-3.6%	0.1%	-2.3%	1.5%	-1.8%	0.7%	-7.4%	5.7%
Products for body hygiene	293.6	283.3	278.9	276.4	277.3	279.2	280.4	278.3	273.6	276.3	280.4
	2.6%	-3.5%	-1.6%	-0.9%	0.3%	0.7%	0.4%	-0.8%	-0.6%	2.1%	2.0%
Products for oral hygiene	156.0	152.1	152.7	149.9	149.8	148.4	145.3	139.6	136.7	136.2	138.4
	-0.6%	-2.5%	0.4%	-1.8%	-0.1%	-0.9%	-2.1%	-4.0%	-1.0%	0.7%	2.2%
Skin-cleansing products for children	113.8	110.2	103.1	97.3	93.8	92.7	89.6	85.4	82.5	76.1	72.5
	0.2%	-3.2%	-6.4%	-5.6%	-3.7%	-1.1%	-3.3%	-4.8%	-2.3%	-6.8%	-4.2%
Products for men	16.1	14.3	13.5	12.4	11.2	11.0	10.5	10.0	9.5	8.2	8.3
	-5.1%	-10.9%	-5.6%	-8.1%	-10.2%	-1.1%	-4.6%	-5.1%	-4.3%	-12.1%	0.7%
Alcohol-based perfume products	5.8	6.4	6.6	7.7	9.8	9.9	14.7	17.8	20.6	16.6	19.4
	26.7%	9.5%	4.1%	15.4%	27.6%	1.9%	48.0%	20.9%	16.5%	-18.5%	17.5%
Gift sets	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	2.0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-2.3%	278.8%

BEAUTY STORES - Historical values and annual percentage changes

Retail prices VAT included – figures in € millions

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Cosmetic products – total	**2,206.1**	**2,123.5**	**2,050.1**	**1,996.6**	**2,013.7**	**2,032.2**	**2,017.4**	**2,046.6**	**2,092.6**	**1,548.0**	**1,877.2**
	1.0%	-3.6%	-3.3%	-2.4%	0.9%	0.9%	-0.5%	1.5%	2.2%	-26.0%	21.3%
Hair and scalp care	64.8	61.2	55.8	50.8	45.2	42.0	38.4	35.7	34.8	28.6	31.2
	-6.7%	-5.6%	-8.8%	-9.0%	-10.9%	-7.1%	-8.6%	-6.9%	-2.6%	-17.7%	9.0%
Facial care products	416.6	401.4	389.4	385.8	391.9	401.4	409.2	420.4	438.4	335.9	403.5
	2.5%	-3.6%	-3.0%	-0.9%	1.6%	2.4%	2.0%	2.7%	4.3%	-23.4%	20.1%
Face make-up products	188.2	189.0	179.3	174.1	174.7	179.7	175.1	173.7	177.1	111.3	127.7
	-1.7%	0.4%	-5.1%	-2.9%	0.3%	2.8%	-2.5%	-0.8%	1.9%	-37.1%	14.7%
Make-up sets	26.9	26.0	27.4	27.9	28.1	28.4	29.2	35.6	35.2	25.3	31.4
	51.5%	-3.5%	5.5%	1.8%	0.5%	1.2%	2.7%	22.0%	-1.1%	-28.3%	24.5%
Products for eyes	143.9	145.3	141.9	133.0	134.2	132.1	128.8	125.2	125.6	94.8	120.7
	-1.2%	1.0%	-2.4%	-6.2%	0.9%	-1.5%	-2.5%	-2.8%	0.3%	-24.5%	27.3%
Products for lip care	102.7	96.9	91.7	89.6	87.7	95.6	102.7	101.5	103.0	48.8	60.1
	-1.6%	-5.6%	-5.5%	-2.2%	-2.2%	9.0%	7.4%	-1.2%	1.5%	-52.7%	23.2%
Products for hand care	49.3	46.2	42.8	37.7	33.3	29.5	25.1	23.0	20.0	15.3	17.4
	11.8%	-6.3%	-7.4%	-12.0%	-11.5%	-11.5%	-15.0%	-8.4%	-13.1%	-23.2%	13.6%
Products for body care	185.3	170.7	153.3	138.4	138.8	132.1	134.0	128.1	126.1	94.8	106.9
	-1.9%	-7.9%	-10.2%	-9.7%	0.3%	-4.8%	1.5%	-4.4%	-1.5%	-24.8%	12.8%
Products for body hygiene	46.2	41.0	36.5	32.3	31.1	28.8	26.6	24.5	24.2	25.8	25.5
	-7.3%	-11.2%	-11.1%	-11.5%	-3.7%	-7.5%	-7.5%	-7.8%	-1.5%	6.6%	-0.9%
Products for oral hygiene	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.2	4.2	4.6
	0.0%	0.0%	0.0%	0.0%	-0.3%	0.0%	0.1%	0.2%	-0.5%	0.0%	8.9%
Skin-cleansing products for children	4.7	4.7	4.7	4.7	4.7	4.7	4.7	4.7	4.6	4.2	4.4
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	-1.5%	-8.7%	4.4%
Products for men	50.0	44.5	41.0	39.2	39.1	38.4	37.5	37.5	37.7	31.6	36.0
	-2.7%	-11.0%	-7.9%	-4.3%	-0.3%	-1.8%	-2.5%	0.1%	0.7%	-16.2%	13.7%
Alcohol-based perfume products	818.2	791.7	777.1	780.3	796.8	808.1	790.1	819.3	844.9	635.3	797.9
	1.4%	-3.2%	-1.8%	0.4%	2.1%	1.4%	-2.2%	3.7%	3.1%	-24.8%	25.6%
Gift sets	105.0	100.5	105.1	98.5	103.8	107.2	111.7	113.1	116.7	92.0	109.8
	4.0%	-4.4%	4.6%	-6.3%	5.4%	3.2%	4.3%	1.2%	3.2%	-21.2%	19.3%

BEAUTY STORES - Actual values and annual percentage changes

Retail prices VAT included – figures in € millions

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Cosmetic products – total	**2462.0**	**2333.7**	**2193.6**	**2074.5**	**2068.1**	**2083.0**	**2069.8**	**2101.9**	**2126.1**	**1555.7**	**1877.2**
	0.7%	-5.2%	-6.0%	-5.4%	-0.3%	0.7%	-0.6%	1.5%	2.2%	-26.0%	21.3%
Hair and scalp care	72.3	67.2	59.7	52.8	46.5	43.0	39.4	36.7	35.4	28.8	31.2
	-6.9%	-7.1%	-11.2%	-11.6%	-11.9%	-7.3%	-8.5%	-6.9%	-2.6%	-17.7%	9.0%
Facial care products	464.9	441.2	416.6	400.9	402.5	411.4	419.9	431.8	445.4	337.6	403.5
	2.2%	-5.1%	-5.6%	-3.8%	0.4%	2.2%	2.1%	2.7%	4.3%	-23.4%	20.1%
Face make-up products	210.1	207.8	191.9	180.9	179.4	184.1	179.6	178.4	179.9	111.8	127.7
	-2.0%	-1.1%	-7.6%	-5.7%	-0.8%	2.6%	-2.4%	-0.8%	1.9%	-37.1%	14.7%
Make-up sets	30.1	28.6	29.3	29.0	28.8	29.1	29.9	36.6	35.8	25.4	31.4
	51.1%	-4.9%	2.7%	-1.2%	-0.6%	1.0%	2.8%	22.0%	-1.1%	-28.3%	24.5%
Products for eyes	160.6	159.7	151.8	138.2	137.8	135.5	132.2	128.6	127.6	95.3	120.7
	-1.4%	-0.6%	-4.9%	-9.0%	-0.3%	-1.7%	-2.4%	-2.8%	0.3%	-24.5%	27.3%
Products for lip care	114.6	106.5	98.1	93.1	90.1	98.0	105.4	104.2	104.7	49.0	60.1
	-1.9%	-7.0%	-8.0%	-5.0%	-3.3%	8.8%	7.5%	-1.2%	1.5%	-52.7%	23.2%
Products for hand care	55.0	50.8	45.8	39.1	34.2	30.2	25.7	23.6	20.3	15.4	17.4
	11.5%	-7.7%	-9.8%	-14.5%	-12.5%	-11.7%	-15.0%	-8.4%	-13.1%	-23.2%	13.6%
Products for body care	206.8	187.7	164.0	143.8	142.5	135.4	137.5	131.6	128.1	95.3	106.9
	-2.2%	-9.3%	-12.6%	-12.3%	-0.9%	-5.0%	1.6%	-4.4%	-1.5%	-24.8%	12.8%
Products for body hygiene	51.6	45.1	39.0	33.6	31.9	29.5	27.3	25.2	24.6	25.9	25.5
	-7.6%	-12.6%	-13.4%	-14.0%	-4.8%	-7.6%	-7.4%	-7.8%	-1.5%	6.6%	-0.9%
Products for oral hygiene	4.8	4.7	4.6	4.4	4.4	4.4	4.4	4.4	4.3	4.3	4.6
	-0.3%	-1.5%	-2.6%	-2.9%	-1.5%	-0.2%	0.2%	0.2%	-0.5%	0.0%	8.9%
Skin-cleansing products for children	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	2.0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	-1.5%	-8.7%	4.4%
Products for men	55.8	48.9	43.8	40.7	40.1	39.4	38.4	38.5	38.3	31.8	36.0
	-3.0%	-12.3%	-10.3%	-7.1%	-1.4%	-1.9%	-2.4%	0.1%	0.7%	-16.2%	13.7%
Alcohol-based perfume products	913.1	870.1	831.5	810.8	818.3	828.3	810.6	841.4	858.4	638.5	797.9
	1.2%	-4.7%	-4.4%	-2.5%	0.9%	1.2%	-2.1%	3.7%	3.1%	-24.8%	25.6%
Gift sets	117.2	110.4	112.5	102.3	106.6	109.8	114.6	116.1	118.6	92.5	109.8
	3.7%	-5.8%	1.9%	-9.0%	4.2%	3.0%	4.4%	1.2%	3.2%	-21.2%	19.3%

MASS MARKET - Historical values and annual percentage changes

Retail prices VAT included – figures in € millions

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Cosmetic products – total	4,949.5	4,976.6	4,922.3	4,811.2	4,895.4	4,883.5	4,963.9	5,028.9	5,074.9	4,755.1	4,920.4
	3.0%	0.4%	-0.9%	-2.2%	1.3%	-0.8%	1.4%	1.0%	0.8%	-6.3%	3.5%
Hair and scalp care	819.6	816.0	812.0	785.4	775.3	738.8	734.0	733.3	734.7	768.0	743.8
	0.6%	-0.4%	-0.5%	-3.3%	-1.3%	-4.7%	-0.7%	-0.1%	0.2%	4.5%	-3.2%
Facial care products	549.5	560.4	572.9	560.8	556.2	550.2	565.6	577.8	587.4	512.2	548.9
	3.5%	2.0%	2.2%	-2.1%	-0.8%	-1.1%	2.8%	2.2%	1.7%	-12.8%	7.2%
Face make-up products	265.4	271.3	259.4	260.0	273.4	298.1	311.6	329.5	329.8	253.3	288.1
	2.1%	2.2%	-4.4%	0.2%	5.1%	9.1%	4.5%	5.7%	0.1%	-23.2%	13.7%
Make-up sets	9.2	11.5	13.8	13.8	13.3	16.5	16.6	17.4	17.4	15.4	15.5
	124.6%	24.6%	20.2%	-0.1%	-3.5%	23.8%	0.3%	5.0%	0.2%	-11.9%	1.2%
Products for eyes	290.2	298.2	295.4	289.4	320.4	334.5	345.3	360.3	364.3	294.8	338.9
	2.3%	2.7%	-0.9%	-2.0%	10.7%	4.4%	3.2%	4.4%	1.1%	-19.1%	14.9%
Products for lip care	233.6	233.4	216.7	206.6	229.0	245.1	258.1	269.0	286.8	216.3	235.6
	-1.1%	-0.1%	-7.1%	-4.7%	10.8%	7.1%	5.3%	4.2%	6.6%	-24.6%	9.0%
Products for hand care	187.2	186.7	180.6	176.1	174.7	167.5	165.1	167.3	165.9	139.6	153.4
	7.6%	-0.3%	-3.3%	-2.5%	-0.8%	-4.1%	-1.4%	1.3%	-0.8%	-15.9%	9.9%
Products for body care	819.0	830.3	821.8	792.6	814.4	800.7	823.8	821.4	822.2	783.0	815.1
	3.9%	1.4%	-1.0%	-3.6%	2.8%	-1.7%	2.9%	-0.3%	0.1%	-4.8%	4.1%
Products for body hygiene	704.0	701.9	691.0	677.2	684.8	673.6	674.3	677.9	678.5	731.2	710.9
	3.6%	-0.3%	-1.6%	-2.0%	1.1%	-1.6%	0.1%	0.5%	0.1%	7.8%	-2.8%
Products for oral hygiene	476.9	475.9	479.9	482.2	489.3	490.7	488.8	489.4	496.9	505.3	503.4
	4.1%	-0.2%	0.8%	0.5%	1.5%	0.3%	-0.4%	0.1%	1.5%	1.7%	-0.4%
Skin-cleansing products for children	263.6	256.6	242.1	230.8	224.9	218.4	220.6	214.6	210.8	190.5	189.6
	1.0%	-2.7%	-5.6%	-4.7%	-2.5%	-2.9%	1.0%	-2.7%	-1.8%	-9.6%	-0.5%
Products for men	130.7	127.3	121.9	115.0	111.6	109.6	107.0	103.6	100.7	93.7	94.5
	-0.5%	-2.6%	-4.2%	-5.7%	-3.0%	-1.8%	-2.4%	-3.2%	-2.8%	-6.9%	0.9%
Alcohol-based perfume products	189.5	193.6	198.6	206.6	213.2	224.8	238.3	252.2	264.1	237.0	267.3
	8.2%	2.2%	2.6%	4.0%	3.2%	5.5%	6.0%	5.9%	4.7%	-10.2%	12.8%
Gift sets	11.0	13.5	16.1	14.8	15.0	14.8	14.9	15.2	15.4	14.8	15.3
	52.5%	23.0%	18.8%	-8.1%	1.2%	-1.1%	0.8%	1.7%	1.9%	-4.0%	3.5%

MASS MARKET - Actual values and annual percentage changes

Retail prices VAT included – figures in € millions

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Cosmetic products – total	**5,523.7**	**5,469.3**	**5,266.9**	**4,998.8**	**5,027.6**	**5,005.6**	**5,093.0**	**5,164.7**	**5,156.1**	**4,778.9**	**4,920.4**
	2.7%	-1.0%	-3.7%	-5.1%	0.6%	-0.4%	1.7%	1.0%	0.8%	-6.3%	3.5%
Hair and scalp care	914.6	896.7	868.8	816.0	796.2	757.3	753.1	753.1	746.5	771.9	743.8
	0.4%	-2.0%	-3.1%	-6.1%	-2.4%	-4.9%	-0.6%	-0.1%	0.2%	4.5%	-3.2%
Facial care products	613.2	615.8	613.0	582.7	571.3	563.9	580.3	593.4	596.8	514.7	548.9
	3.3%	0.4%	-0.5%	-4.9%	-2.0%	-1.3%	2.9%	2.2%	1.7%	-12.8%	7.2%
Face make-up products	296.2	298.2	277.6	270.1	280.7	305.6	319.7	338.4	335.0	254.6	288.1
	1.8%	0.7%	-6.9%	-2.7%	3.9%	8.9%	4.6%	5.7%	0.1%	-23.2%	13.7%
Make-up sets	10.3	12.7	14.8	14.4	13.7	16.9	17.0	17.9	17.7	15.4	15.5
	124.0%	22.7%	17.1%	-3.0%	-4.6%	23.5%	0.4%	5.0%	0.2%	-11.9%	1.2%
Products for eyes	323.9	327.7	316.0	300.7	329.0	342.9	354.3	370.1	370.1	296.3	338.9
	2.0%	1.2%	-3.6%	-4.9%	9.4%	4.2%	3.3%	4.4%	1.1%	-19.1%	14.9%
Products for lip care	260.7	256.5	231.9	214.6	235.1	251.3	264.8	276.3	291.4	217.3	235.6
	-1.4%	-1.6%	-9.6%	-7.5%	9.6%	6.9%	5.4%	4.2%	6.6%	-24.6%	9.0%
Products for hand care	208.9	205.2	193.3	182.9	179.4	171.7	169.4	171.8	168.6	140.3	153.4
	7.3%	-1.8%	-5.8%	-5.4%	-1.9%	-4.3%	-1.4%	1.3%	-0.8%	-15.9%	9.9%
Products for body care	914.0	912.5	879.4	823.5	836.4	820.7	845.2	843.6	835.3	787.0	815.1
	3.6%	-0.2%	-3.6%	-6.4%	1.6%	-1.9%	3.0%	-0.3%	0.1%	-4.8%	4.1%
Products for body hygiene	785.7	771.4	739.3	703.6	703.3	690.5	691.8	696.2	689.3	734.8	710.9
	3.3%	-1.8%	-4.2%	-4.8%	0.0%	-1.8%	0.2%	0.5%	0.1%	7.8%	-2.8%
Products for oral hygiene	532.2	523.0	513.5	501.0	502.5	503.0	501.5	502.6	504.8	507.8	503.4
	3.8%	-1.7%	-1.8%	-2.4%	0.3%	0.1%	-0.3%	0.1%	1.5%	1.7%	-0.4%
Skin-cleansing products for children	294.2	282.0	259.1	239.8	231.0	223.9	226.4	220.4	214.2	191.5	189.6
	0.8%	-4.1%	-8.1%	-7.4%	-3.7%	-3.1%	1.1%	-2.7%	-1.8%	-9.6%	-0.5%
Products for men	145.9	139.9	130.5	119.5	114.6	112.3	109.8	106.4	102.3	94.2	94.5
	-0.8%	-4.1%	-6.7%	-8.4%	-4.1%	-2.0%	-2.3%	-3.2%	-2.8%	-6.9%	0.9%
Alcohol-based perfume products	211.5	212.8	212.5	214.6	218.9	230.4	244.4	259.0	268.3	238.2	267.3
	7.9%	0.6%	-0.1%	1.0%	2.0%	5.2%	6.1%	5.9%	4.7%	-10.2%	12.8%
Gift sets	12.3	14.9	17.2	15.4	15.4	15.2	15.3	15.6	15.7	14.9	15.3
	52.1%	21.1%	15.7%	-10.8%	0.0%	-1.3%	0.9%	1.7%	1.9%	-4.0%	3.5%

DIRECT AND PROFESSIONAL CHANNELS - Historical values and annual percentage changes

Retail prices VAT included – figures in € millions

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Total - direct sales	**493.3**	**519.7**	**579.7**	**631.4**	**686.7**	**745.0**	**815.8**	**876.7**	**980.2**	**1,044.7**	**1,215.5**
	7.2%	5.1%	10.3%	8.2%	8.1%	7.8%	8.7%	7.5%	12.0%	6.6%	16.4%
Direct sales: door-to-door and mail-order sales	466.2	477.6	503.3	520.9	503.0	483.9	494.5	484.6	482.2	337.5	344.3
	3.9%	2.4%	5.4%	3.5%	-3.4%	-3.8%	2.2%	-2.0%	-0.5%	-30.0%	2.0%
E-commerce	27.1	42.2	76.3	110.5	183.8	261.1	321.3	392.1	498.0	707.2	871.2
	200.0%	55.6%	81.0%	44.7%	66.4%	42.1%	23.1%	22.0%	27.0%	42.0%	23.2%

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Total - professional channels	**950.1**	**895.4**	**827.8**	**798.0**	**778.2**	**788.5**	**804.6**	**808.6**	**822.2**	**621.8**	**760.8**
	-0.7%	-5.8%	-7.5%	-3.6%	-2.5%	1.3%	2.0%	0.5%	1.7%	-24.4%	22.4%
Sales to beauty institutes and beauticians	267.8	254.0	240.1	231.1	223.7	228.4	233.9	235.1	237.2	168.4	210.8
	1.6%	-5.2%	-5.5%	-3.7%	-3.2%	2.1%	2.4%	0.5%	0.9%	-29.0%	25.2%
Hairdressing	682.2	641.4	587.7	566.9	554.5	560.1	570.7	573.6	585.0	453.4	550.0
	-1.5%	-6.0%	-8.4%	-3.6%	-2.2%	1.0%	1.9%	0.5%	2.0%	-22.5%	21.3%

DIRECT AND PROFESSIONAL CHANNELS - Actual values and annual percentage changes

Retail prices VAT included – figures in € millions

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Total - direct sales	**550.5**	**571.2**	**620.2**	**656.0**	**705.3**	**763.6**	**837.0**	**900.4**	**995.8**	**1,049.9**	**1,215.5**
	7.5%	3.8%	8.6%	5.8%	7.5%	8.3%	9.6%	7.5%	12.0%	6.6%	16.4%
Direct sales: door-to-door and mail-order sales	520.3	524.8	538.6	541.2	516.6	496.0	507.3	497.7	489.9	339.2	344.3
	3.6%	0.9%	2.6%	0.5%	-4.6%	-4.0%	2.3%	-2.0%	-0.5%	-30.0%	2.0%
E-commerce	30.3	46.4	81.7	114.8	188.7	267.6	329.7	402.7	506.0	710.7	871.2
	199.2%	53.2%	76.2%	40.5%	64.4%	41.8%	23.2%	22.0%	27.0%	42.0%	23.2%

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Total - professional channels	**1,060.3**	**984.0**	**885.8**	**829.1**	**799.2**	**808.2**	**825.5**	**830.5**	**835.4**	**624.9**	**760.8**
	-0.9%	-7.2%	-10.0%	-6.4%	-3.6%	1.1%	2.1%	0.5%	1.7%	-24.4%	22.4%
Sales to beauty institutes and beauticians	298.9	279.1	256.9	240.2	229.8	234.1	240.0	241.4	241.0	169.2	210.8
	1.3%	-6.6%	-8.0%	-6.5%	-4.3%	1.9%	2.5%	0.5%	0.9%	-29.0%	25.2%
Hairdressing	761.4	704.9	628.9	589.0	569.5	574.1	585.5	589.0	594.4	455.7	550.0
	-1.8%	-7.4%	-10.8%	-6.3%	-3.3%	0.8%	2.0%	0.5%	2.0%	-22.5%	21.3%

DEVELOPMENTS IN EXPORTS OF ITALIAN COSMETICS THROUGHOUT THE WORLD

Historical values and annual percentage changes - Values in € millions, data from ISTAT

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Total – exports	**2,778.0**	**2,973.8**	**3,303.4**	**3,463.2**	**3,960.2**	**4,479.8**	**4,797.3**	**5,069.4**	**5,111.5**	**4,259.5**	**4,848.8**
	11.0%	7.0%	11.1%	4.8%	14.4%	13.1%	7.1%	5.7%	0.8%	-16.7%	13.8%
Products for hair care	561.3	619.9	661.5	704.3	798.3	849.0	929.6	977.9	1,018.4	937.4	1,075.2
	13.9%	10.4%	6.7%	6.5%	13.3%	6.3%	9.5%	5.2%	4.1%	-7.9%	14.7%
Products for make-up	423.3	499.1	550.9	620.0	731.6	906.5	984.8	1,016.9	1,009.8	688.4	780.0
	11.7%	17.9%	10.4%	12.5%	18.0%	23.9%	8.6%	3.3%	-0.7%	-31.8%	13.3%
Facial and body care products	655.4	676.2	708.1	714.4	847.5	1,021.4	965.5	1,034.9	1,067.2	944.5	1,116.4
	6.1%	3.2%	4.7%	0.9%	18.6%	20.5%	-5.5%	7.2%	3.1%	-11.5%	18.2%
Personal cleansing	282.5	283.6	363.7	383.5	441.9	454.2	476.7	460.9	387.8	323.1	306.6
	7.6%	0.4%	28.3%	5.4%	15.2%	2.8%	4.9%	-3.3%	-15.9%	-16.7%	-5.1%
Oral hygiene	118.0	121.5	155.4	168.8	180.7	198.2	210.4	213.9	227.6	237.3	234.0
	14.9%	3.0%	27.9%	8.6%	7.0%	9.7%	6.1%	1.6%	6.4%	4.3%	-1.4%
Products for men	50.2	48.4	40.8	46.1	42.3	46.3	49.1	45.1	41.4	33.4	37.9
	10.3%	-3.7%	-15.6%	12.9%	-8.1%	9.5%	6.0%	-8.2%	-8.2%	-19.2%	13.4%
Alcohol-based perfume products	731.7	774.8	866.5	862.4	963.6	1,054.3	1,123.1	1,184.0	1,222.0	951.6	1,169.1
	14.6%	5.9%	11.8%	-0.5%	11.7%	9.4%	6.5%	5.4%	3.2%	-22.1%	22.9%
Other products	95.3	96.5	113.3	122.8	141.3	152.3	142.9	137.3	138.0	143.7	129.7
	4.8%	1.2%	17.3%	8.4%	15.1%	7.8%	-6.1%	-4.0%	0.6%	4.1%	-9.8%

DEVELOPMENTS IN IMPORTS OF ITALIAN COSMETICS THROUGHOUT THE WORLD

Historical values and annual percentage changes – Values in millions of euro, data from ISTAT

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Total imports	**1,799.7**	**1,759.9**	**1,788.7**	**1,823.4**	**1,962.8**	**2,158.1**	**2,243.2**	**2,228.3**	**2,310.3**	**1,931.3**	**2,101.0**
	5.2%	-2.2%	1.6%	1.9%	7.6%	9.9%	3.9%	-0.7%	3.7%	-16.4%	8.8%
Products for hair care	267.3	248.4	247.5	254.1	257.1	264.0	267.9	246.6	274.9	259.7	261.0
	9.6%	-7.1%	-0.4%	2.7%	1.2%	2.7%	1.4%	-7.9%	11.5%	-5.5%	0.5%
Products for make-up	202.9	226.9	225.6	231.0	280.8	305.0	323.5	269.1	278.6	209.7	212.1
	13.1%	11.8%	-0.6%	2.4%	21.6%	8.6%	6.1%	-16.8%	3.5%	-24.7%	1.1%
Products for body care	629.2	621.3	645.6	656.4	700.3	778.1	739.0	793.0	799.5	696.6	768.5
	2.3%	-1.2%	3.9%	1.7%	6.7%	11.1%	-5.0%	7.3%	0.8%	-12.9%	10.3%
Personal cleansing	143.0	137.1	143.7	139.2	154.7	175.6	159.8	159.7	161.0	134.4	142.6
	6.7%	-4.1%	4.9%	-3.1%	11.1%	13.5%	-9.0%	0.0%	0.8%	-16.5%	6.0%
Oral hygiene	138.2	134.4	154.9	133.6	140.0	144.7	139.4	130.0	142.8	123.8	127.1
	12.9%	-2.8%	15.3%	-13.8%	4.7%	3.3%	-3.6%	-6.7%	9.8%	-13.3%	2.7%
Products for men	26.1	25.2	21.6	23.5	24.4	24.5	29.0	23.2	19.2	18.1	16.6
	-2.6%	-3.6%	-14.1%	8.6%	3.7%	0.5%	18.4%	-20.0%	-17.2%	-5.9%	-8.1%
Alcohol-based perfume products	434.6	406.3	390.4	432.4	456.2	510.1	520.3	542.2	558.2	430.0	513.6
	4.2%	-6.5%	-3.9%	10.8%	5.5%	11.8%	2.0%	4.2%	3.0%	-23.0%	19.4%
Other products	65.0	66.2	65.6	62.8	62.5	66.8	85.6	61.9	77.4	58.9	59.5
	-19.0%	1.8%	-0.9%	-4.3%	-0.4%	6.9%	28.0%	-27.7%	25.1%	-23.9%	1.1%

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