

## **Cosmetics by numbers 2015**

The data from the Statistics Dept. of Cosmetica Italia record **consumption in 2014 that neared 9,400 million euros, with a 1.4% decrease in the margin**: purchasing decreased in value, but certainly not in volume.

Once again, it was **export (+4.9% reaching almost 3,335 million euros)** that supported production, growing by 0.8% over last year for a turnover of €9,355 million; this was an affirmation of the high level of innovation of the formulas and service of the producer companies that the Italian offering is identified with.

As proof of the significant change underway in consumer purchasing habits, the **direct sales** (door-to-door and by mail) showed above average growth (+2.8% for a value near 540 million euros), continuing the positive trend of the last few years.

Positive signs also for **herbalist stores**, whose sales grew by 2.4% (a value which almost reached €420 million), and for **pharmacies** (+1.1% reaching 1,776 million euros): the latter represents 18.9% of the total national market.

The restructuring of the channel and the transformation of the modes of selective distribution determined the **drop in consumption at perfume shops** (-2.5%) totalling 2,059 million euros. In 2014 the **professional channels** continued to shrink: while the **beauty salons** experienced a 3.6% drop (over €230 million), the **hairdressing salons** dropped by 3.5% (570 million euros).

Sales on the **mass market**, which represent over 40% of consumption in the industry, remain substantially stable, with a value that in 2014 almost reached 3,800 million euros; it should be noted that alongside the downward trend of the large stores came the growth and dynamism of single-brand stores and SSS Drug (Self Service Specialist Drug).

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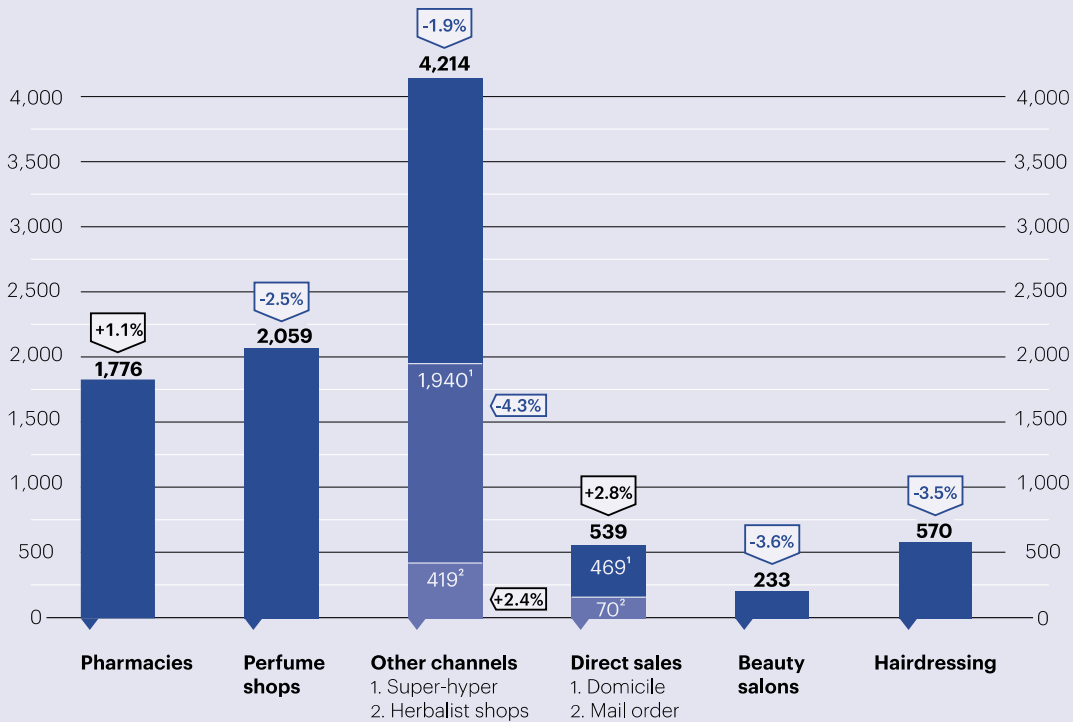
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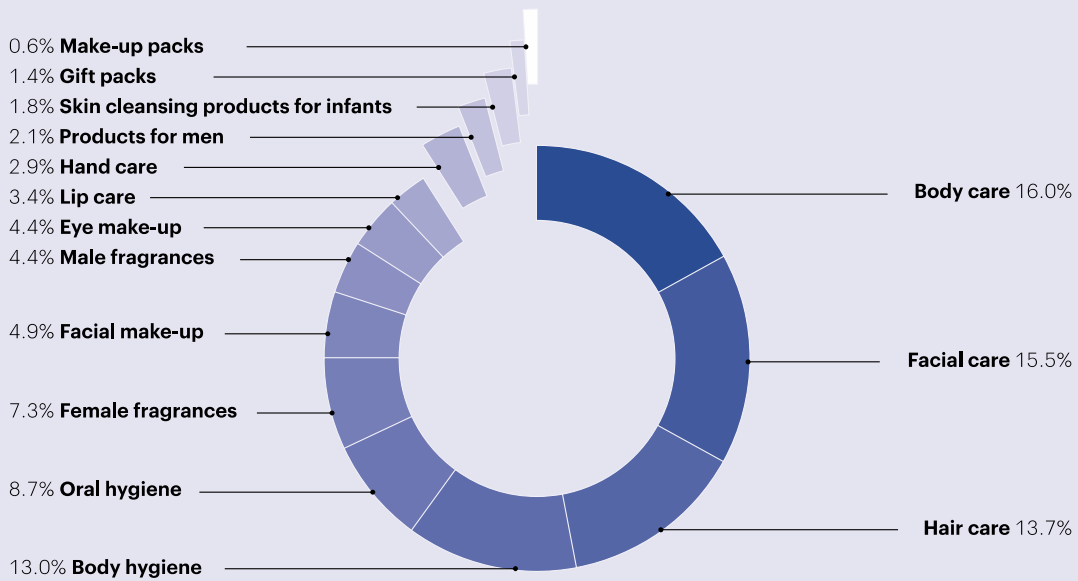
**The cosmetic products market in 2014**

(million euro)

**Total market: 9,392**



**Composition of the cosmetics market in 2014**



75% Products for women

25% Products for men

