

## PRESS RELEASE

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### **Cosmetics: crisis? What crisis?**

**Unipro statistics indicate there are still positive signs in the cosmetics market, which exceeded 9,070 million Euros (+0.8%) in 2008.**

At the press conference launching the Bologna Cosmoprof, Unipro, the Italian Cosmetics Industry Association, presented its traditional annual analysis of market statistics, broken down to refer to the types of products sold in 2008.

One result of the evolution in consumers' everyday lifestyles is that cosmetics have become a sign of social progress: from hygiene to personal beauty and wellness.

At a time when the economy is suffering the effects of the world financial crisis, the consumption of cosmetics in Italy is showing signs of holding its own: according to the statistics processed by the Unipro Study and Corporate Enterprise Centre, the industry ended 2008 with a **market worth a total of 9,070 million Euros and a growth rate of 0.8%.**

As a result of the market holding up in this way and of Italy's **exports**, which have started growing again **(by 2.1%) to a value of more than 2,310 million Euros** after a single year in which they fell, the Italian industry's total **turnover increased by 1.2%, to a value of just over 8,340 million Euros.**

Trends in consumption by channel confirm the dynamics tending towards more specific distribution venues that pay more attention to providing customer service, such as **pharmacies**, up by 3.8% to a value of nearly 1,390 million Euros, and **herbalist shops**, up by 3.7% with a market worth more than 310 million Euros.

Serving a market worth 3,990 million Euros and growing at a rate of 1.5%, **Mass Organised Distribution** is confirmed as the channel with the greatest volume of cosmetics sales (more than **44%**), although it is worth noting that this heading also includes more dynamic situations related to new distribution formulae and featuring very broad and qualified product ranges.

Among the most eye-catching sales performances in 2008 were the increases in **make-up products (up by 5.3%)** to a value of more than 323 million Euros, of **nail varnishes, up by 9.3%** to a value of nearly 80 million Euros, and of **mouthwashes, up by nearly ten percentage points** to a sales value of nearly 150 million Euros. These are figures that confirm consumers' awareness of the varieties of product types that are not restricted to individual channels, but follow consumers' preferences for polarisation.

Illustrating the figures, Unipro President Fabio Franchina stressed that "the cosmetics industry does not turn out 'make-up to cover over the cracks', but solutions that cater for all consumers, investing in research, innovation and security to propose fast and effective solutions that everyone can afford. It is largely due to the efforts of our industrial concerns that cosmetics contribute to the evolution of social progress".

### **For further information, please contact Unipro – Press Office**

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