



Colour Cosmetics in Italy

May 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Colour cosmetics sees strong growth as consumers return to busier lives away from the home

Lip products and facial make-up show steady growth during the first mask-free year

Cosnova continues to strengthen its share in Italy thanks to its offer of affordable quality

PROSPECTS AND OPPORTUNITIES

Volume sales to return to pre-pandemic levels in the short term while fashion brands should bring renewed energy to the premium segment

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DISCLAIMER

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