



Department for
International Trade

The Consumer & Retail Trade Team (C&R Trade Team)



Marina Iremonger
Senior Trade
Adviser &
Sustainable
Consumption
Specialist



Viviana Coppola
Trade Adviser
Sustainable
Packaging



Alex Barbagallo
Trade Adviser
Cosmetics,
Toiletries and
Perfumery



C&R Trade Team – Objectives & Activities

The **Department for International Trade** is the specialist Government department that supports UK-based companies to **trade internationally**.

The Department for International Trade provides a fully integrated advisory service, delivering the latest business intelligence through a global network of commercial teams worldwide.





C&R Trade Team – Objectives & Activities

Services provided to UK businesses:

Relationship building



To open the market and/or increase direct sales through:

- ✓ Distributors
- ✓ Wholesalers
- ✓ Ecommerce platforms

Business intelligence



To provide up to date and verified information on the Italian market

Market opportunities



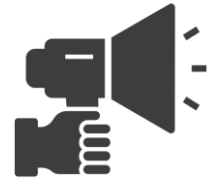
Identify opportunities generated by working and interacting closely with Italian stakeholders

Market access support



The newly created Market Access Center supports with customs policies enquiries

Visibility on the market



Marketing activities on behalf of sectors & groups of companies - blogs, social media, press, product showcase during events etc.

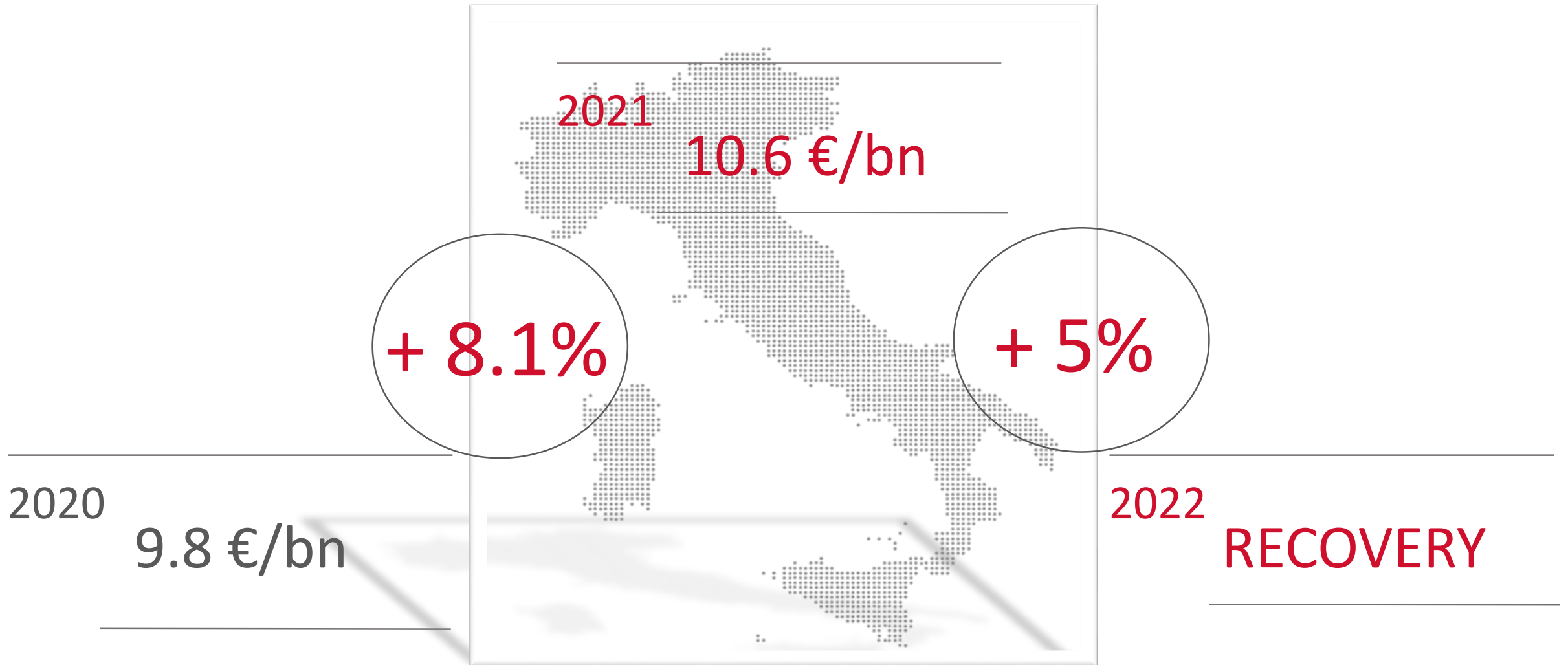


Department for
International Trade

Market Research



Market research Italy - Market size





Market research - Distribution channels

Breakdown of distribution channels between 2020 and 2021			
	Allocation % 2020	Estimated variance % '21-20	Allocation % 2021
Mass Market	45.4	1.0	42.4
Perfumeries	15.7	22.6	17.8
Pharmacies	18.5	2.0	17.4
Ecommerce	7.2	23.2	8.2
Hair salons	4.6	22.1	5.2
Direct sales – door-to-door sales e by mail	3.4	2.0	3.3
Herbalist shops	3.4	13.8	3.6
Beauty salons	1.7	28.0	2.0
Total Market	9.789 m/€	+8.1	10.582 m/€



Market research – Resilience of the market

Market value YOY 2015-2021 in m/€														
	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
TOTAL	10.228	1.4	10.277	0.5	10.452	1.7	10.588	1.3	10.816	2.2	9.789	-9.9	10.582	8.1*

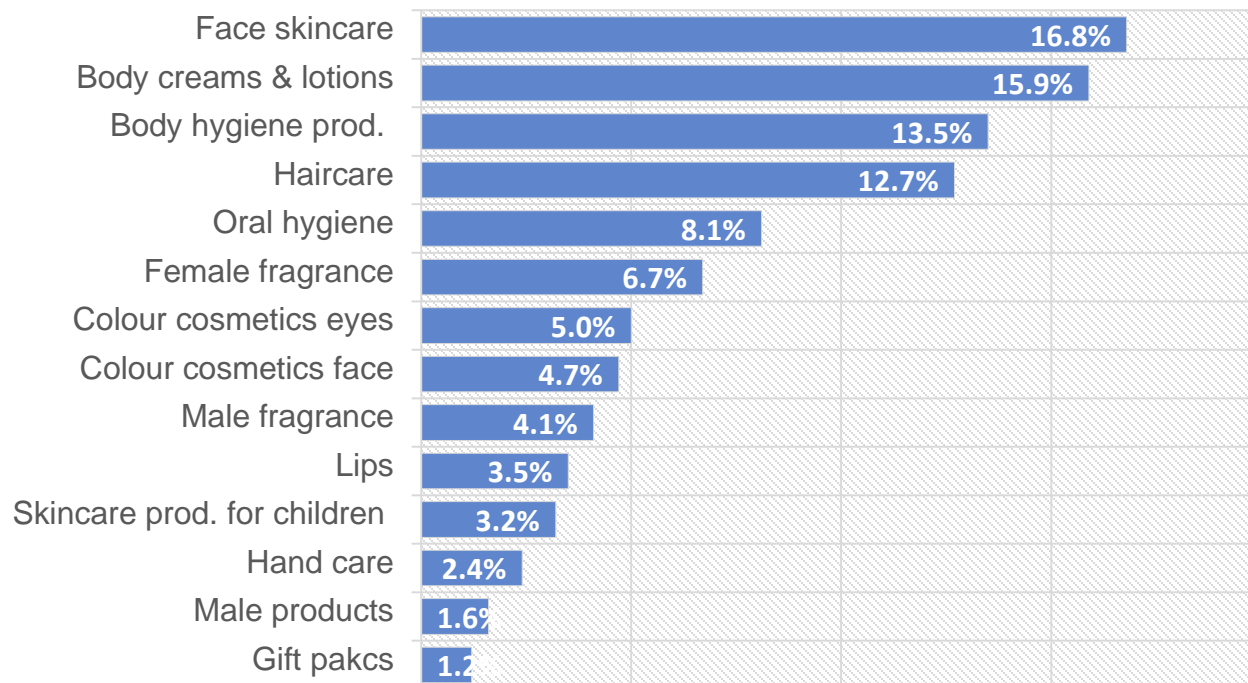
Highlights - distribution channels between 2020 and 2021

	2020 %	2021 %
Ecommerce	42.0	23.2
Professional channels	- 29.1	+23.7



Market research – Market composition

Macro-categories by Business Volume in 2020 m/€					
TOTAL	Skin and body care	Personal Hygiene	Hair care	Make-up	Alchol based perfumery
9.789	3.329	1.995	1.691	1.659	1.116



Anti-contamination measures led to:

Increase use of:

- Skincare products – multitasking products
- Colour cosmetics eyes products
- Liquid soaps

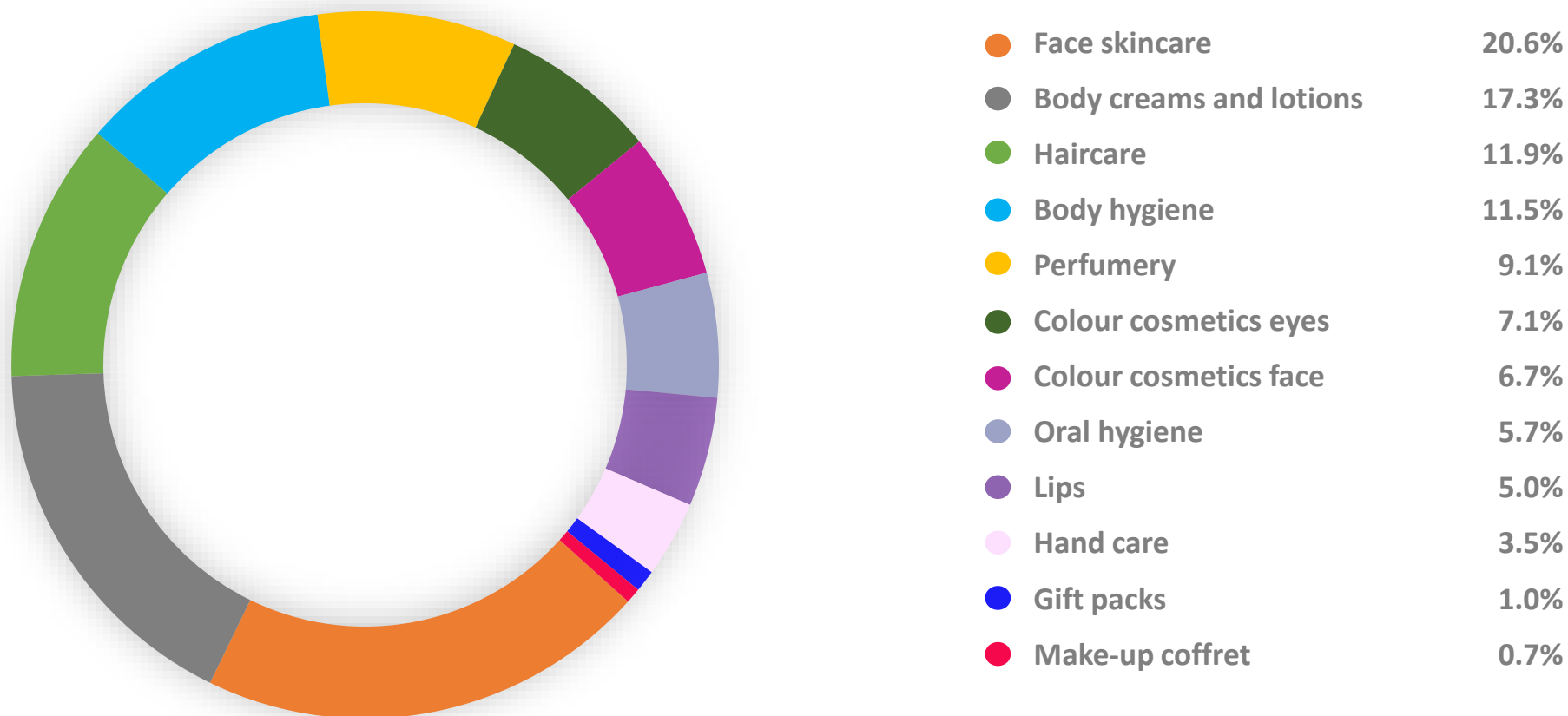
Decrease use of:

- Colour cosmetics lips products



Market research – Market composition

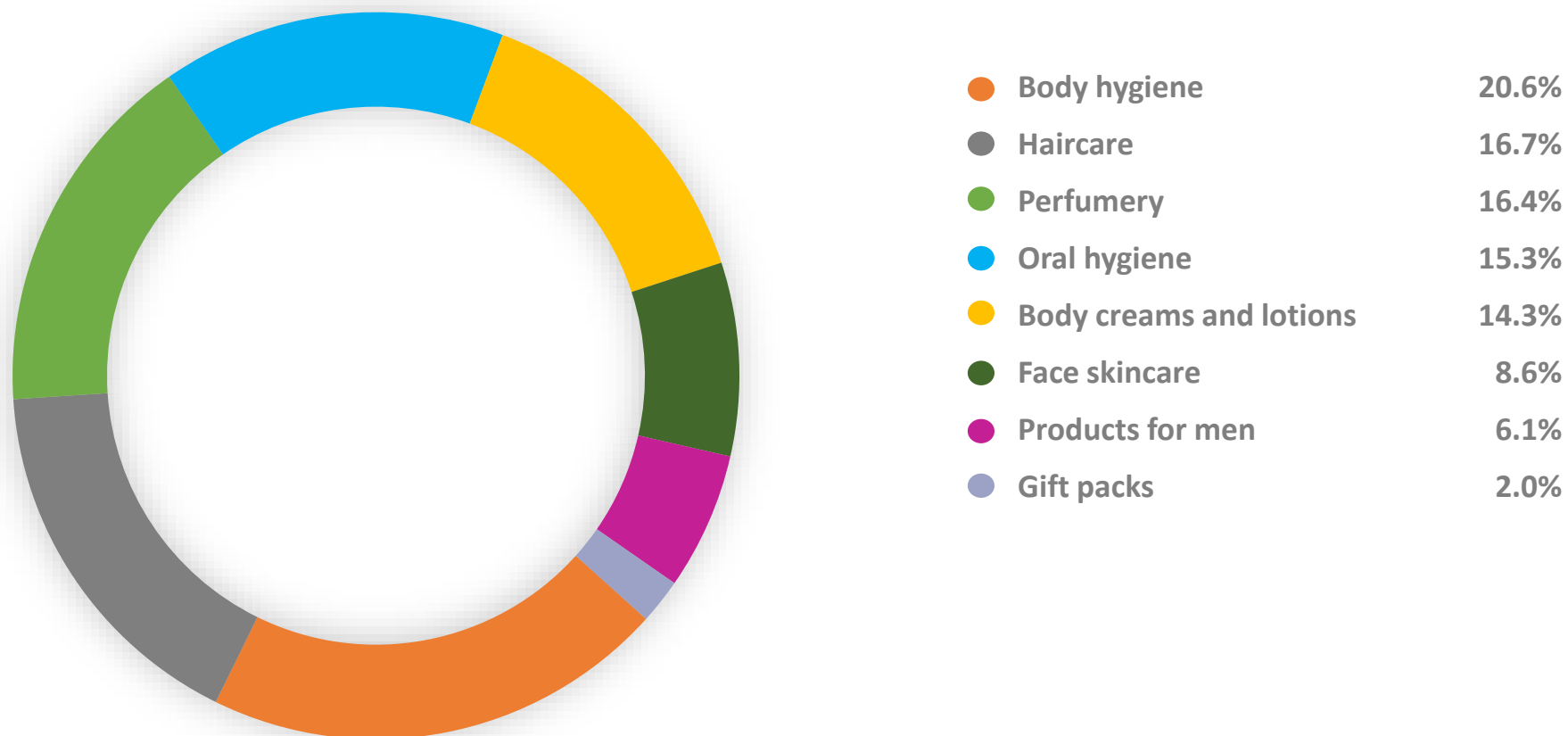
Breakdown of consumption cosmetic products for women – 76% of total





Market research – Market composition

Breakdown of consumption cosmetic products for men – 24% of total





Opportunities - Sustainability

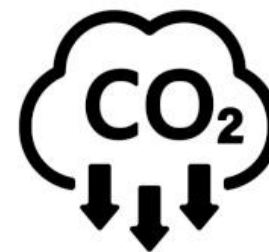
Consumer behaviour pattern:

78% of consumers prefers plastic-free packaging in the moment of purchasing

76% wants to sustainable products

75% prefers reusable and refillable bottles

69% is concerned by the reduction of carbon emission





Department for
International Trade

Thank you