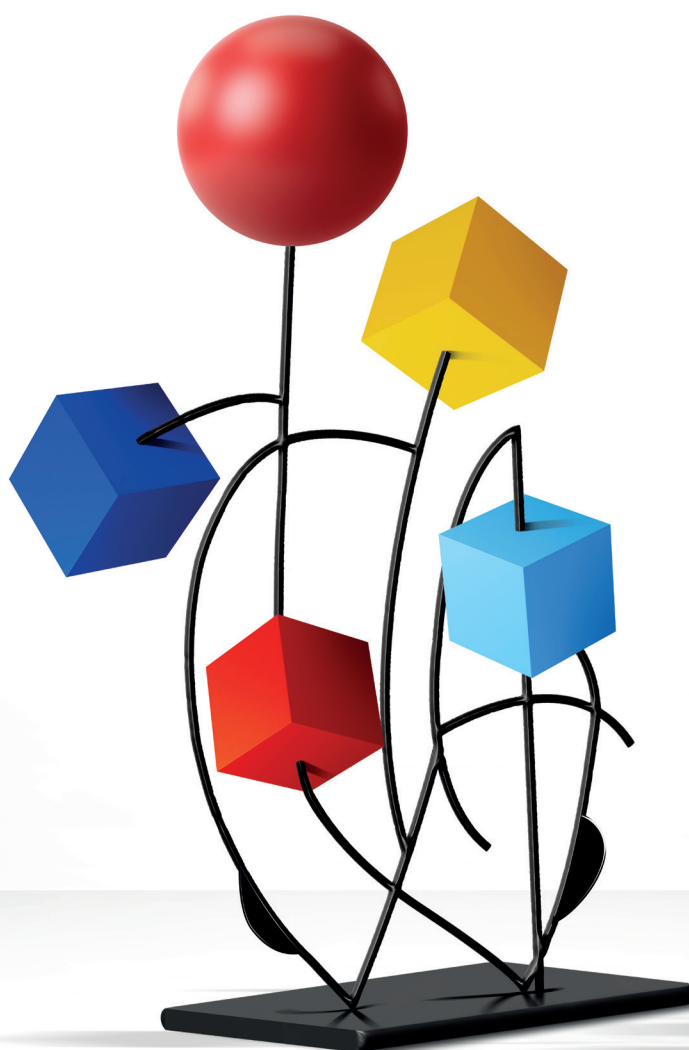


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## MONITOR

### BEAUTY & PERSONAL CARE Market trend

February 2025



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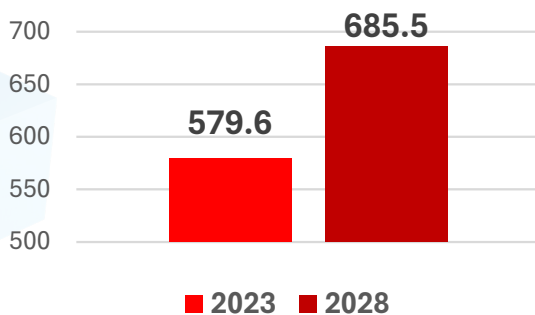


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# BEAUTY & PERSONAL CARE

## Market trend

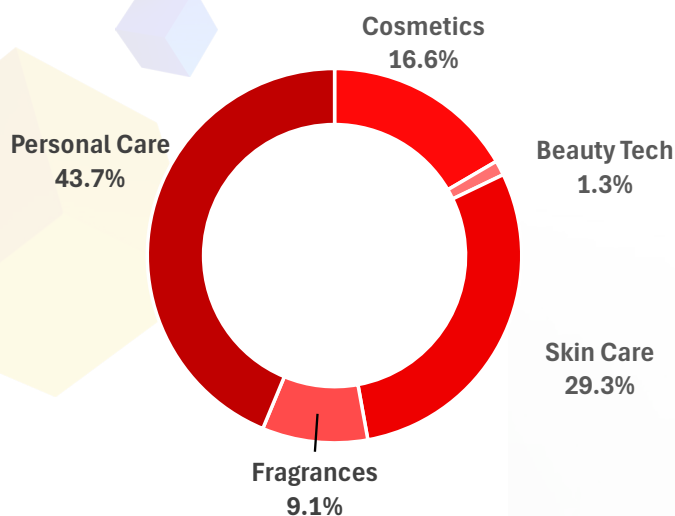
### Consumption of Beauty & Personal Care products Values 2023 & 2028



The global market for beauty & personal care products reached a total value of € 579.6 billion in 2023. By 2028, consumption is expected to increase, with an estimated value of € 685.5 billion, thanks to an average annual growth rate (CAGR) of +3.4 %. Thus, an increase of € 105.9 billion is expected in 2028.

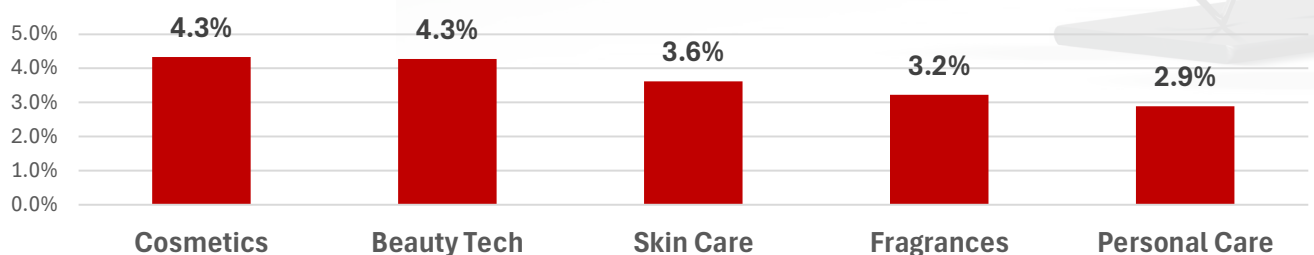
In 2023, the Personal Care sector led the market, accounting for 43.7% of the packages consumed, worth 253.5 billion euros. Skin Care ranked second with a turnover of 169.7 billion, accounting for 29.3% of the total. Next, Cosmetics occupy 16.6% of the market, equivalent to 96.2 billion euros. Altogether, these three categories cover 89.6% of the sector. Fragrances stand at 52.8 billion euros (9.1% of the total), while Beauty Tech closes the ranking with a value of 7.4 billion euros, or 1.3% of the sector.

### 2023 Market shares by product



Growth forecasts for 2024-2028 reverse the industry dynamics. Cosmetics lead the increase with an estimated annual growth of +4.3%, joined by Beauty Tech, which shows the same rate of development. In third place is Skin Care, with an expected growth of +3.6% annually. These three categories exceed the industry average (+3.4% per year) and drive the entire market. This is followed by Fragrances (+3.2%) and Personal Care (+2.9%), which, although registering smaller increases, continue to represent relevant segments of the industry.

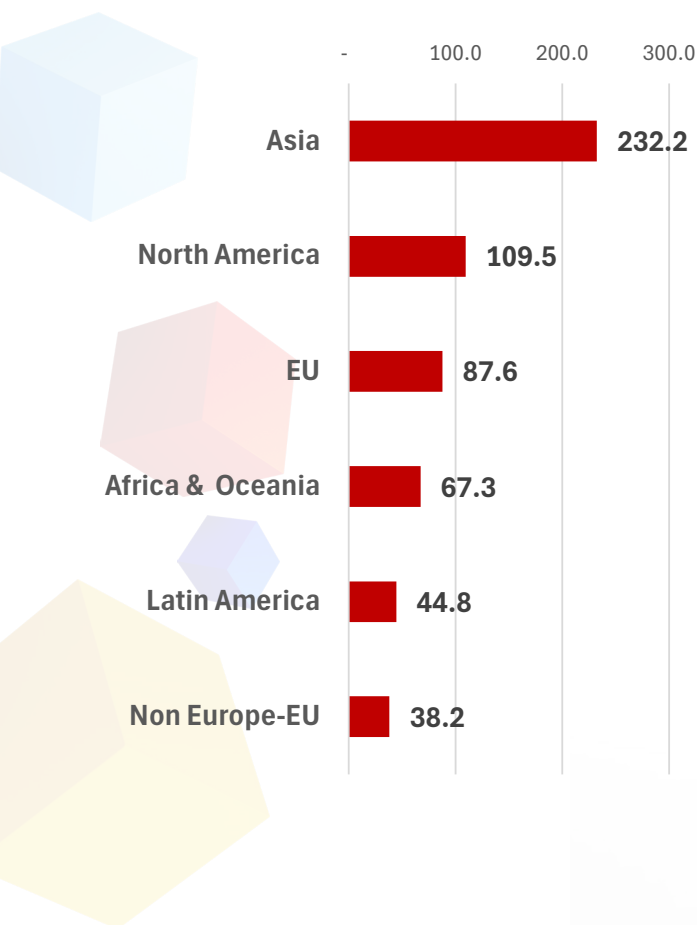
### CAGR 2024 - 2028 by product



# BEAUTY & PERSONAL CARE

## Market trend

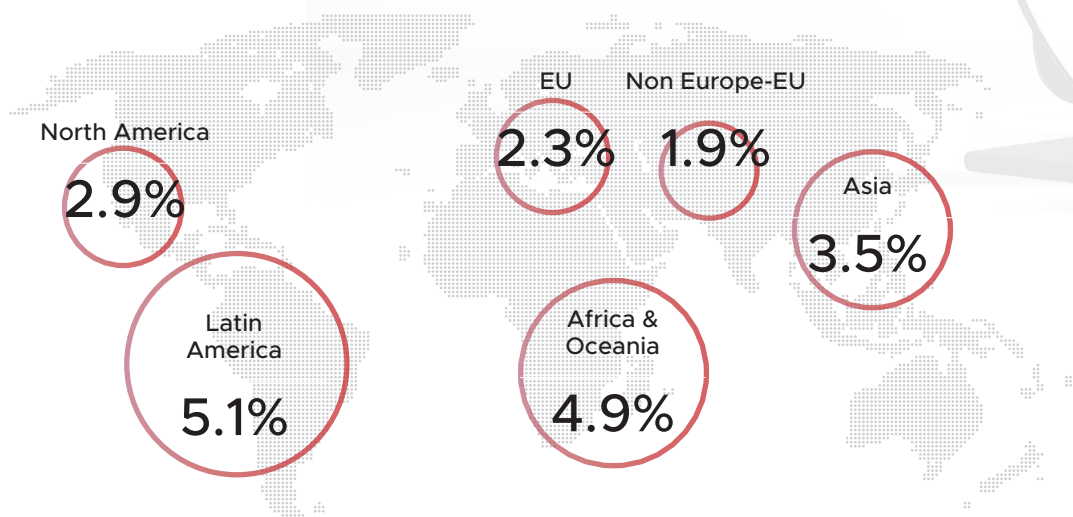
### Consumption of Beauty & Personal Care products Values 2023 & 2028 by region



Geographical analysis of the Beauty & Personal Care sector highlights the primacy of Asia, with total spending of 232.2 billion in 2023, and projected to grow to 276 billion by 2028. North America follows, with consumption of 109.5 billion in 2023 and an estimated 126.3 billion by 2028. In third place is the European Union, which totaled 87.6 billion in 2023, with a projection of 98.1 billion in 2028. Africa and Oceania occupies the fourth position, rising from 67.3 billion in 2023 to a projected 85.6 billion in 2028. Central and South America, with consumption of 44.8 billion in 2023, will reach 57.5 billion by 2028. Non-EU Europe closes the ranking, with a market value of 38.2 billion in 2023, expected to rise to 42 billion in 2028.

Estimates of industry growth through 2028 see Latin America leading the way with a projected annual increase of +5.1%. Africa & Oceania follow with a 2024 - 2028 CAGR of +4.9%, while Asia ranks third with an annual growth rate of +3.5%. North America ranks fourth with a rate of +2.9% annually. Closing the rankings are the European Union, with an estimated expansion of +2.3% per year, and Non-EU Europe, which shows a more moderate growth of +1.9% per year.

### Beauty & Personal Care CAGR 2024 - 2028 by region

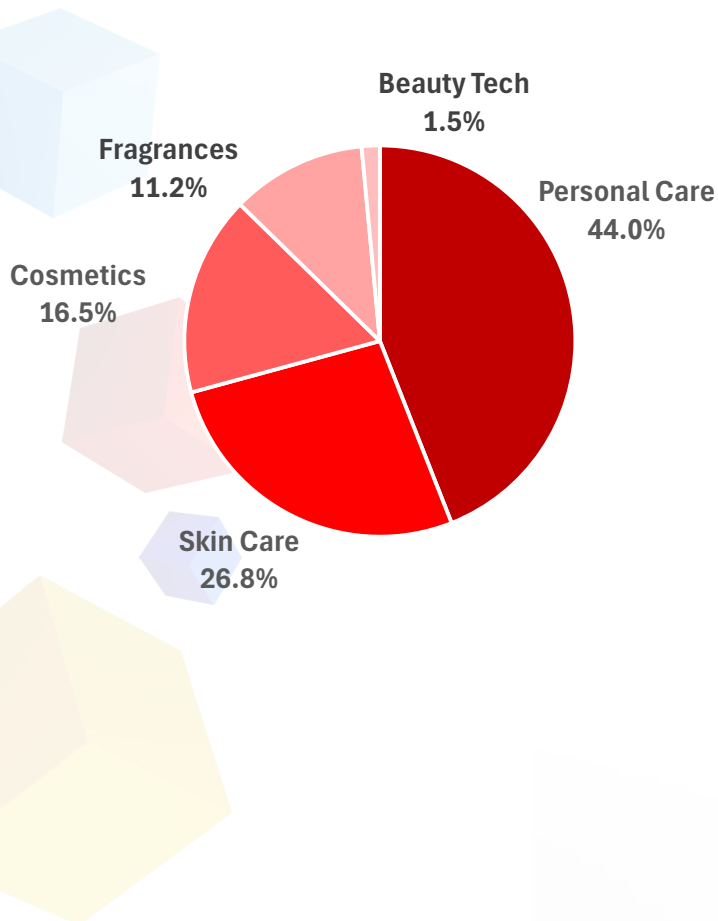


# BEAUTY & PERSONAL CARE

## Consumption - Focus Italy



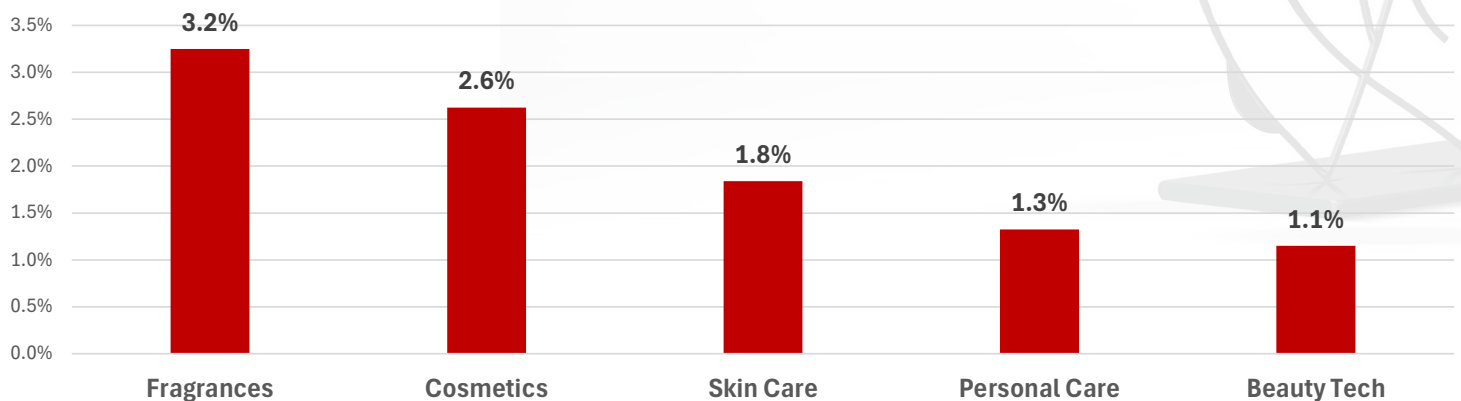
### Beauty & Personal Care 2023 Market share by product

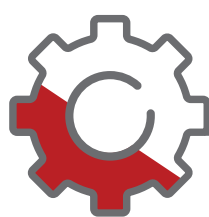
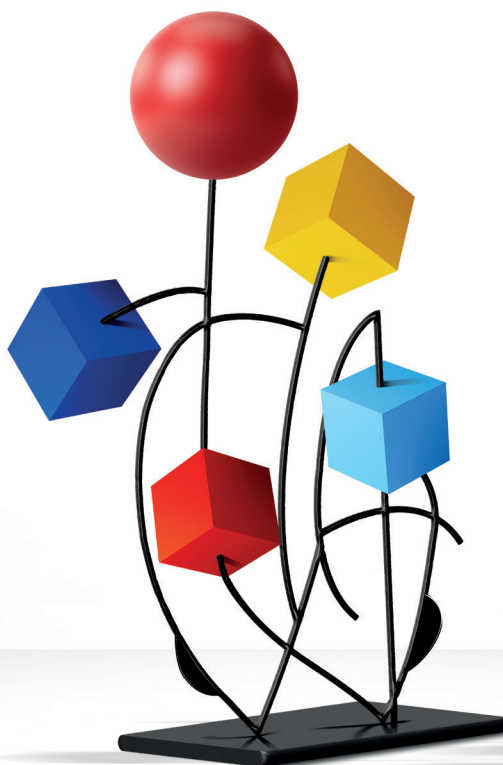


The distribution of shares among the different segments of the Beauty & Personal Care sector in Italy also follows the global trend. In 2023, Personal Care is confirmed as the main segment, accounting for 44.0% of the domestic market with a value of 5 billion euros. This is followed by Skin Care, which accounts for 26.8% with 3 billion euros, and Cosmetics, which covers 16.6% of the sector, or 1.9 billion euros. Fragrances account for 11.2% of the total with a value of € 1.3 billion, while Beauty Tech, with a share of 1.4%, closes the ranking at € 0.2 billion.

Growth forecasts for 2023-2028 reshape the ranking of the Beauty & Personal Care segments. Leading the way are Fragrances, with an estimated annual increase of +3.2% by 2028. This is followed by Cosmetics, expected to grow by +2.6% per year, and Skin Care products, which will register a 2024 - 2028 CAGR of +1.8%. Personal Care ranks second to last with a growth rate of +1.3% per year, while Beauty Tech closes the ranking, with a more moderate but still positive growth rate of +1.1% per year.

### Beauty & Personal Care CAGR 2024 - 2028





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