



Cosmetics and Toiletries to Italy.

Trends and opportunities

The market

The Italian consumers believe cosmetic products are important for physical and physiological well being and they are, generally, extremely sophisticated and brand-conscious.

Italians have been keeping pace with the rest of Europe in realising the benefits of a healthy lifestyle. This is reflected in the growing popularity of non-traditional healthcare treatments (eg. homeopathic, naturopathic, herbal, ayurveda) and the increase in sales of cosmetic and toiletry products containing non-synthetic ingredients.

Cosmetics and toiletries categories are as follows:

- ✍ Gift articles
- ✍ Cosmetics
- ✍ Face care
- ✍ Personal hygiene products
- ✍ Men's toiletries
- ✍ Oral hygiene
- ✍ Hair care
- ✍ Body care products
- ✍ Baby products
- ✍ Perfumes
- ✍ Hand products

Italy imports most of its raw materials, so Australian suppliers might find they have a competitive edge, given the perceived purity of products grown and produced in an unpolluted environment, and the notion that Australia is highly advanced in scientific research. Product safety is a priority among Italian consumers.

Opportunities

While the Italian cosmetics market is highly competitive, it is open to new products, particularly those that are natural or contain natural active ingredients derived from plants and vegetable extracts.

Good potential also exists for innovative products aimed at problem areas (eg. facial creams for wrinkles, cellulite treatments, sun block and related protection from the environment, enriched lipsticks, etc.).

Similar potential exists for cosmetic products aimed at non-traditional consumers such as men, children and senior citizens.

Opportunities in Italy's cosmetics and toiletries industry exist in the following areas:

- ✍ Hair care products
- ✍ Body care products and body hygiene products
- ✍ Pre- and after-shave products
- ✍ Perfumes, eau de perfume, eau de toilette, and eau de cologne
- ✍ Lip care products
- ✍ Moisturisers and cleansers
- ✍ Personal hygiene (soaps, deodorants, etc)
- ✍ Make-up
- ✍ Dermatology products for babies

Since Italy imports virtually all its raw materials, **it is possible to supply Italian manufacturers with ingredients such as aloe vera, lavender, and essential oils.** There are also good prospects for products that distinguish themselves from what is already available on the Italian market, eg. tea-tree and eucalyptus-based products. However, the packaging must be of good quality and stylish design.

Private labels also offer opportunities via:

- ✎ Production under license or contract of goods on behalf of an Italian retailer or brand owner
- ✎ Bulk export of unpackaged goods for re-labelling, repackaging and distribution through a well-established brand name

More information

For further information please contact Austrade on 13 28 78 or email info@austrade.gov.au

(Last updated: February 2006)

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