

PRESS RELEASE

THE ITALIAN COSMETIC INDUSTRY AT COSMOPROF INDIA
Ranking sixth worldwide,
India is an attractive market for Italian exports, with figures up by 23%

Mumbai, 12-14 June 2019 – After the success of the first-ever edition last September, Cosmetica Italia will renew its support for Italian companies in the sector that will be attending **Cosmoprof India 2019**. The event, scheduled to take place from 12 to 14 June at the Bombay Convention & Exhibition Centre in Mumbai, adds to Cosmoprof's international network, as the fourth in this series after Bologna, Hong Kong and Las Vegas.

Twenty-four Italian companies, of which nineteen are Cosmetica Italia members, will be in Mumbai representing the entire sector and production chain. Cosmetica Italia also supports the Italian group participation promoted by ITA, the Italian Trade Agency, bringing together eight companies, of which six are members. The delegation of Italian companies at Cosmoprof India will also meet the General Consul for Italy in Mumbai, Stefania Costanza, during a reception to be held on Thursday 13 June.

«Our entrepreneurs are interested in India. Last year, the figures for this market came close to €11 billion, placing India in sixth place for cosmetic use after Europe, the US, China, Japan and Brazil - says **Renato Ancorotti**, president of Cosmetica Italia - The penetration of our companies is still marginal, but the figures should obviously be seen as an opportunity to seize. With this in mind, Cosmoprof India is a key moment for local operators to meet and an exclusive forum for analysing the trends in this market».

India ranks 40th in terms of exports of Italian cosmetics, at a value of **nearly €18 million**. However, it is the growth trend of these exports which is particularly striking, with an increase of **23%** in 2018 on the previous year. In addition, considering only the Asian area, India ranks seventh in terms of exports of Italian cosmetics.

The cosmetics categories with the highest exports, in terms of value, are **alcohol-based perfume products** and **face and body products**, accounting for €6.6 million and €3.7 million respectively which, along with **make-up** (€3.1 million), comprise two thirds of Italian exports to India.

Indian consumers are mainly interested in products that meet primary needs, such as daily hygiene items, which account for over half of cosmetics used. Mintel forecasts for 2019 point to a buoyant growth in **hairecare products**, above all hair colour products (+11.2%) and gels/waxes (+10.8%). In the medium/long-term, forecasts for 2022 indicate increasingly important trends for **make-up** products, with an average annual growth of 10.5%.

Turnover of the Italian cosmetic industry in 2018 exceeded **€11.2 billion**, up by 2.1%. International markets recognise the quality of Italian products, with significantly high **exports close to €4.8 billion (+3.8%)**. These trends have had a positive impact on the **trade balance** which reached a record figure of **nearly €2.8 billion** in 2018. The **cosmetics industry as a whole**, from ingredients to machinery, packaging and finished goods, reached a value of **€16.2 billion**.

Cosmetica Italia – The personal care association

Established in 1967, the Italian personal care association brings together over 540 companies in the sector, from SMEs to multinationals, representing 90% of the industry's turnover.

Press office

Benedetta Boni, ph.: (+39) 02.281773.48 – 333.8785084 – benedetta.boni@cosmeticaitalia.it
Francesca Casirati, ph.: (+39) 02.281773.47 - 340.1711105 – francesca.casirati@cosmeticaitalia.it

Federchimica - Confindustria

20131 Milano, via Accademia 33
tel. +39 02 281773.1 - fax +39 02 281773.90
www.cosmeticaitalia.it - cosmeticaitalia@cosmeticaitalia.it
Codice Fiscale 80052390152

Fast Facts

Some data may help to better understand the value of the sector: our country is fourth for cosmetics markets after Germany, France and the United Kingdom with **35,000 people employed**, which total 200,000 counting downstream activities.

54% of those employed in the sector are **women** (about 19,000), while the manufacturing industry average is stable at 28%. The total number of **university graduates** among the employed is 11% against a national average of 6%, and the women with a university degree number about 1,700, 45% of those with university degrees in the sector. In addition to workers specialized in pharmaceutical chemistry and cosmetology, many are specialized in economy and marketing.

Regarding **innovation and technology, the research and development** that the cosmetics companies in Italy invest is about 7% of the turnover against a national average estimated to be about 3%.

Moreover, let's not forget that cosmetics covers 44% of **investments in communication** of "non food" assets, and that over 65% of the makeup distributed in Europe is produced in Italy.

The **export/production ratio** was equal to 42% at year-end 2018, but there are still wide margins for the sector's internationalization processes. Since 2000 the growth of exports has been higher than the growth of the cosmetic demand, testifying the rise of the Italian competitiveness in this field.