

**PRESS RELEASE**

**THE ITALIAN COSMETIC INDUSTRY AT COSMOPROF NORTH AMERICA 2019**  
**Exports to the USA are on the rise (up by nearly 20%),**  
**third foreign destination for cosmetics produced in Italy**

*Las Vegas, 28-30 July 2019* – The participation of **Cosmetica Italia in Cosmoprof North America** is confirmed; this year will be the 17th edition of the event which serves as a point of reference for the world of beauty in North America and in particular for the USA, and will also mark the *début* of Cosmopack in Las Vegas.

There will be a total of **41 Italian companies** in attendance at the Mandalay Bay Convention Centre from 28 to 30 July; eleven of these will be exhibiting as part of the **Italian group participation**, promoted by Cosmetica Italia in the Professional Beauty pavilion. Cosmetica Italia will also be coordinating communications and image activities to highlight the excellence and competitiveness that characterizes made in Italy cosmetics at international level.

Companies will be able to learn more about the services and activities offered by **Beauty Made in Italy**, a joint program of the Italian Trade Commission and Cosmetica Italia with support from the Ministry of Economic Development, that aims to promote the excellence, awareness, and availability of Italian beauty products and brands to the US market and consumer. This goal is realized by educating participating companies on the particularities of the US market, by hosting promotional events and initiatives, and by creating a shared, cohesive brand and message of Italian beauty to the American market. Against this backdrop, another key date for Italian companies, with the participation of BolognaFiere Cosmoprof, is already in the calendar for September (New York, 17-19 September), the **US Beauty Summit**: three days dedicated to exploring the features of the US market, with workshops led by industry experts, visits to local stores and the Italian Beauty Council, a panel convened to discuss and promote the world of Italian cosmetics, with American opinion leaders and media representatives.

"Together with our long term partner BolognaFiere Cosmoprof, we consider Las Vegas a crucial part of Cosmoprof's drive to promote Italian cosmetics in the US, too; with a value of more than 67 billion euro, the USA is the second biggest cosmetic market in the world - commented **Renato Ancorotti**, president of Cosmetica Italia - A strong focus on exports in one of the distinctive features of our sector. Of a total turnover of 11.4 billion euro, 42% was allocated to exports, generating a trade balance of over 2.7 billion euro: a value that very few other made in Italy sectors are able to beat".

In 2018, the value of **goods exported** by Italian cosmetics companies reached almost **4.8 billion euro**, an increase of 3.8% compared to the previous year.

Specifically, **the US** is the number one non-European destination (after France and Germany) for Italian cosmetic exports, and represents **10.4%** of the total, with a value of **499 million euro**, up nearly 20 percentage points compared to last year.

The leading three categories of Italian cosmetics exported to the United States have also demonstrated significant growth. **Make-up** remains the most popular category of made in Italy cosmetics with a value of 166 million euro, up by +31.8%; **alcohol-based perfume products**

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