

PRESS RELEASE

**Cosmetica Italia at Cosmoprof North America 2016**  
**Italian cosmetic exports to the USA are taking off (+31.2%)**

Las Vegas, 24 July 2016 – Today, the 2016 edition of Cosmoprof North America opens. Following Cosmoprof Worldwide Bologna and ahead of Cosmoprof Asia (which is set to take place in Hong Kong from 16 to 18 November), this edition of the trade fair **will run from 24 to 26 July at the Mandalay Bay Convention Center in Las Vegas**, following the successful format that BolognaFiere has exported around the world.



**Cosmetica Italia**, too, makes concrete investments in the promotion of *Made in Italy* products, and at this American *kermesse* - the leading North American event in the industry, especially in the United States - it will be presenting its new image, dedicated to the association's programmes of internationalisation.

In association with **Promos**, the Special Agency of the Milan Chamber of Commerce, the association has organised an Italian group participation composed of 13 different companies which will be based in the *Professional Beauty* pavilion, to highlight the excellence of Italian cosmetics companies, and their competitiveness on an international level.

Cosmetica Italia's partnership with **ITA – Italian Trade Agency** within the *Special promotional programme to enhance the main Italian trade shows* has led to the implementation of a range of communication and promotional initiatives, in support of the commercial activities of the **40 participating Italian companies**.

In 2015, the United States was the third biggest destination for exported Italian cosmetics after Germany and France, with a significant growth of **31.2% over 2014 and a value of 326 million euros**.

This value represents **85.6% of exports** in the NAFTA area (Canada, Mexico and the United States).

With particular reference to the Italian products sold on the US market, one of the areas which performed best was that of **alcohol-based perfume products**, which, with a value of more than **87 million euros**, represents nearly 27% of Italian exports to the US. Equally successful were exports of **hair products**, worth **85 million euros** (up 27.1%) and **make-up products** (which totalled more than **77 million euros**, an increase of **42.8%** over 2014).

"The ability of the Italian cosmetics industry to offer a combination of product quality, service, safety and innovation is what really distinguishes it - declares **Fabio Rossello**, president of Cosmetica Italia - And this is confirmed by the major increase in exports of Italian products to the USA (+ 31.2%), whereas the total US domestic market saw only a very slight growth, with a significant increase in market shares for the Italian companies."

The **turnover** of the Italian cosmetics market in 2015 reached **10 billion euro**, and was further supported by the recovery of the domestic market, which finally returned to positive figures (with a growth of 1.4%). The role of foreign markets remains fundamental: exports increased by more than **14 percentage points** (3.8 billion euros), thus generating a **trade surplus of 2 billion euros**.

In addition, the entire **cosmetics supply chain**, which covers everything from ingredients to machinery, packaging and the final product, has reached a value of nearly **14,500 million euros** with an estimated growth of 3% in 2016.

**Italy has confirmed its position as the 4th market in Europe**, after Germany, the United Kingdom and France. The cosmetics market in Europe, which is worth more than 77,500 million euros, is the biggest in the world.

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## **Cosmoprof North America 2016**

### **Fast Facts**

Some data may help to better understand the value of the sector: our country is fourth for cosmetics markets after Germany, the United Kingdom and France 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 60% of the makeup distributed in the world is produced in Italy.

Specifically, **Lombardy** stands as the region with the highest concentration of cosmetics companies with over 51% (54% of the Lombard cosmetics companies are in the Milan area), followed by Emilia Romagna, Veneto and Piedmont.

The **export/production ratio** was equal to 38% at year-end 2015, 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.

*Cosmetica Italia is the national association of cosmetics companies that belongs to Confindustria, which brings together approximately 500 companies that represent 95% of the total industry turnover.*

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