

PRESS RELEASE

COSMETICA ITALIA AT COSMOPROF NORTH AMERICA 2018
Make-up, perfume and hair care
the top 3 most popular Italian beauty products in the USA

Las Vegas, 29–31 July, 2018 – Cosmetica Italia will be back again this year at **Cosmoprof North America 2018**, the industry's leading event in North America and the US in particular, based on the successful format exported by BolognaFiere around the world.

From 29 to 31 July, as many as **43 Italian companies** will be exhibiting at Mandalay Bay Convention Center in Las Vegas, in the three pavilions *Cosmetics & Personal Care*, *Packaging*, *Contract Manufacturing & Private Label*, and *Professional Beauty*. The *Professional Beauty* pavilion, in particular, will be featuring an **Italian collective** of 13 companies, promoted by Cosmetica Italia. The Italian personal care association will also be coordinating a number of marketing initiatives and industry image events to showcase the excellence and international competitiveness of Made in Italy cosmetics.

Meredith Kerekes, head of the US Beauty Desk in New York, will be available to meet privately with companies interested in finding out more about the services and activities of the **Beauty Made in Italy** project, an initiative promoted jointly by Cosmetica Italia and ITA – Italian Trade Agency with the support of the Ministry of Economic Development to spread greater awareness of Made in Italy cosmetics in the United States and create business opportunities for Italian companies in the sector.

"The continuous search for effective formulas, backed by investment in product research and technological development, as well as the constant and fruitful partnership between the industry, universities, and research centres, are just some of the drivers behind the success of Italian cosmetics, underpinning the world-class excellence they have come to be known for around the globe," says **Renato Ancorotti, chairman of Cosmetica Italia**. "The proof is in the market figures, which last year showed **growth in exports of 7.1%**, for a total value of €4.617 billion."

The United States is the largest export market outside Europe for Italian cosmetics, third overall after France and Germany. In 2017, **exports to the USA** totalled **€418 million** in value (up by 3.4% on 2016), accounting for 9.1% of total exports of Italian cosmetics.

The segment attracting the strongest demand was **make-up**, accounting for 30.4% of Italian exports to the USA, for a value of **over €127 million** (up by 19.3% on 2016). **Alcohol-based perfume** products came in second place at over **€99 million** (+2.7% on 2016), making up 23.6% of exports to the USA. **Hair care products** instead came in third, with an export value stable year-on-year at **over €87 million**, accounting for 21% of the industry's exports to the US market. Although lower in value, exports of **personal cleansing products** also posted major growth, up by 26.2% on 2016.

Turnover for the Italian cosmetics market in 2017 reached almost **€11 billion**. The role of foreign markets remains fundamental, with the positive trend in exports generating **a trade surplus of over €2.5 billion**. The **cosmetics industry as a whole**, encompassing suppliers of ingredients, machinery, through to packaging for finished goods, **topped €15.6 billion** in value.

Cosmetica Italia – The personal care association

Established in 1967, the Italian personal care association unites over 500 companies in the sector, from SMEs to multinationals, representing 95% of the industry's turnover.

Press Office

Benedetta Boni, tel.: (+39) 02.281773.48 – 333.8785084 – benedetta.boni@cosmeticaitalia.it

Francesca Casirati, tel.: (+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 2017, 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.