

PRESS RELEASE**THE ITALIAN COSMETICS INDUSTRY AT COSMOPROF INDIA PREVIEW**
Exports to India already up by +31%,
but further opportunities are awaiting Italian firms

Mumbai, 10-11 September 2018 – Cosmetica Italia supports cosmetics companies to make the most of the potentials of Cosmoprof India Preview, the new event linked to the Cosmoprof platform proposed by UBM India and BolognaFiere. **For the first time**, the event in the form of a preview debuts in Mumbai at the Sahara Star Hotel on 10 and 11 September.

“In 2017, the value of the Indian cosmetics market reached over 11 billion Euro, in sixth place behind large well-established contexts such as Europe, USA, China, Brazil and Japan,” commented the President of Cosmetica Italia, **Renato Ancorotti**, “that is why we are closely watching this Cosmoprof India Preview, which is predicted to be an unmissable event for the Indian business-to-business sector.”

During Cosmoprof India Preview **all strata of the cosmetic industry** will be represented - make up, skincare and body care, hair care, perfumery and cosmetics, beauty salon and spa, nail, accessories, furniture and supplies for salons, as well as the **supply chain**, with the leaders in raw materials and ingredients, contract manufacturing and private labels, applicators, primary and secondary packaging – thanks to the 107 companies participating, both local and international.

Among them, **21 Italian cosmetics companies** - 14 members of Cosmetica Italia - will showcase, representing all products categories, but mainly contract manufacturing and professional haircare: a proof of the interest towards this market. While in 2017 India was the forty-second destination for Italian cosmetics exports to the rest of the world, with a value of **14.6 million Euro**, the growth against the previous year was remarkable, reaching almost **31 percentage points**.

Looking at the Asian area alone, India is the seventh largest destination of Italian cosmetics exported and, together with Hong Kong and China, is one of the markets with the **greatest growth opportunities for Italian cosmetics companies**.

In particular, the most exported product category was **alcohol-based perfume** (5.6 million Euro) with an increase of 90%; body care products and make-up follow, respectively with values of 2.5 and 2 million Euro.

With regard to trends, again India seems to follow the dynamics of more advanced markets like South Korea and Japan: the attention of the industry towards "green" themes is fading, on the contrary replaced by **functional-type claims**, especially those linked to "long lasting" effects.

Turnover for the Italian cosmetics industry 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.

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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 cosmetics companies in Italy invest in **the research and development** 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.