

The Future of Beauty

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Milan, 25 September 2024

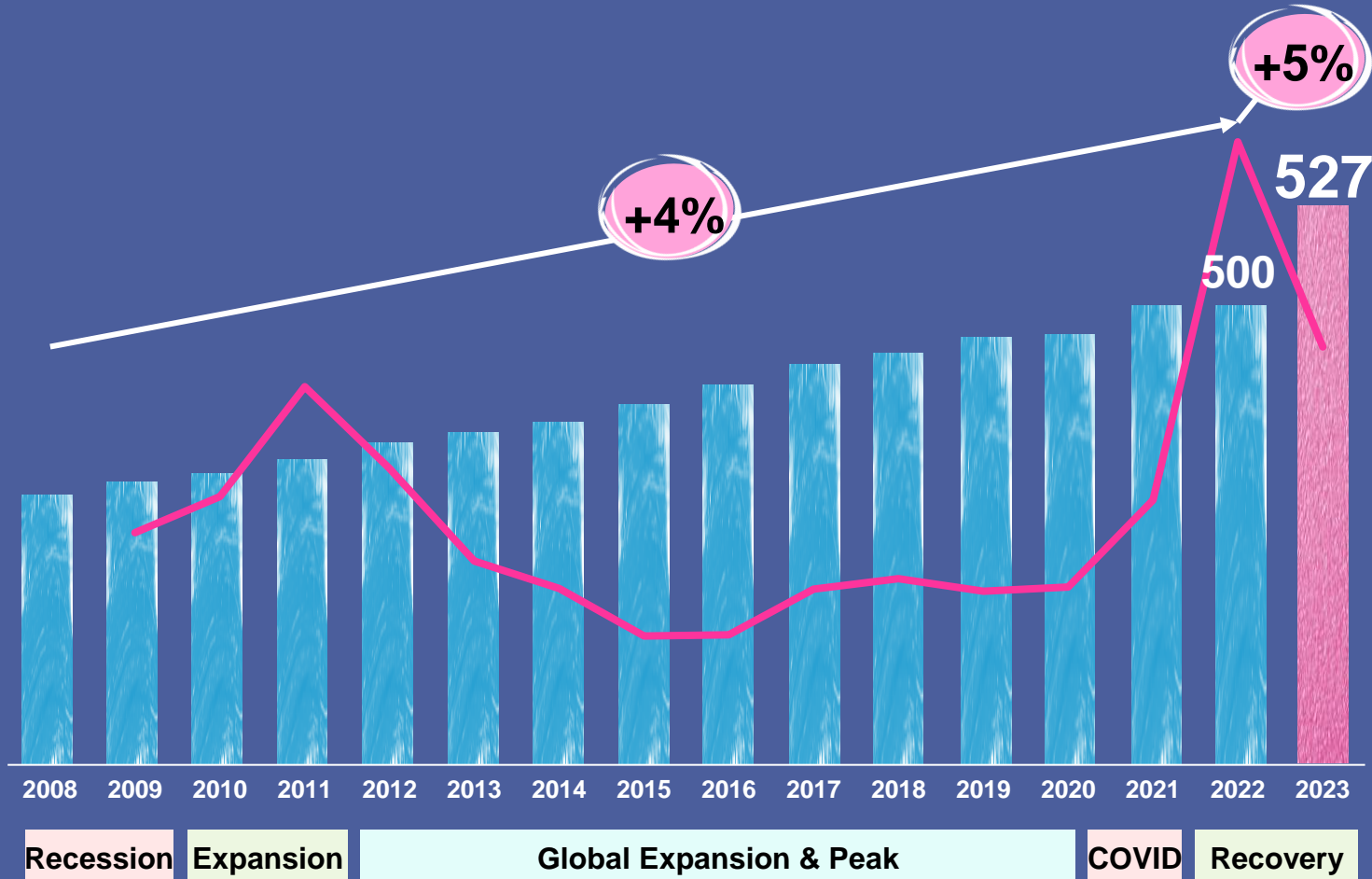


01

State of Play



The Beauty in the World | Accelerating growth from 2022 to 2023



+5%
Worldwide Growth 2022-23

+27 €B
Worldwide Growth 2022-23

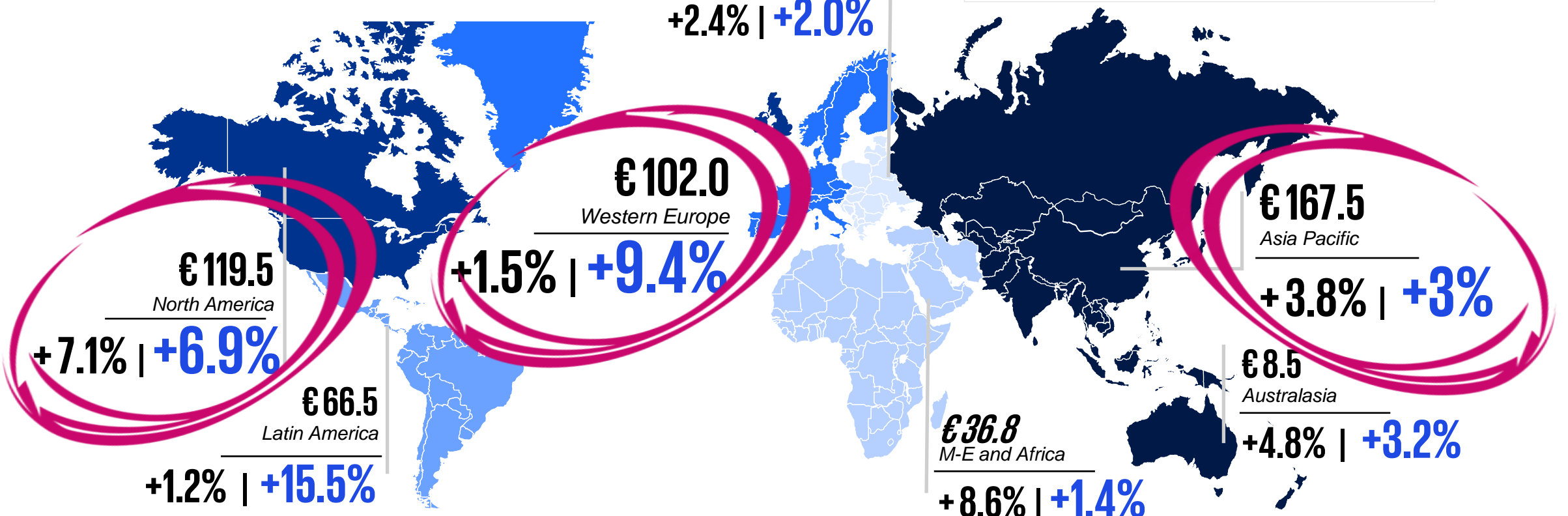
Global Beauty and Wellness Market Value and Inflation rate - 2008-23, Global Market Value (€bn), Global inflation rate (%)

A two-speed world growth

Growth '18-22	Growth '22-23
+4%	+5%

Beauty and Wellness Market size by region

2023 Revenue (€bn), Growth (CAGR, 2018-22), Growth (CAGR, 2022-23)



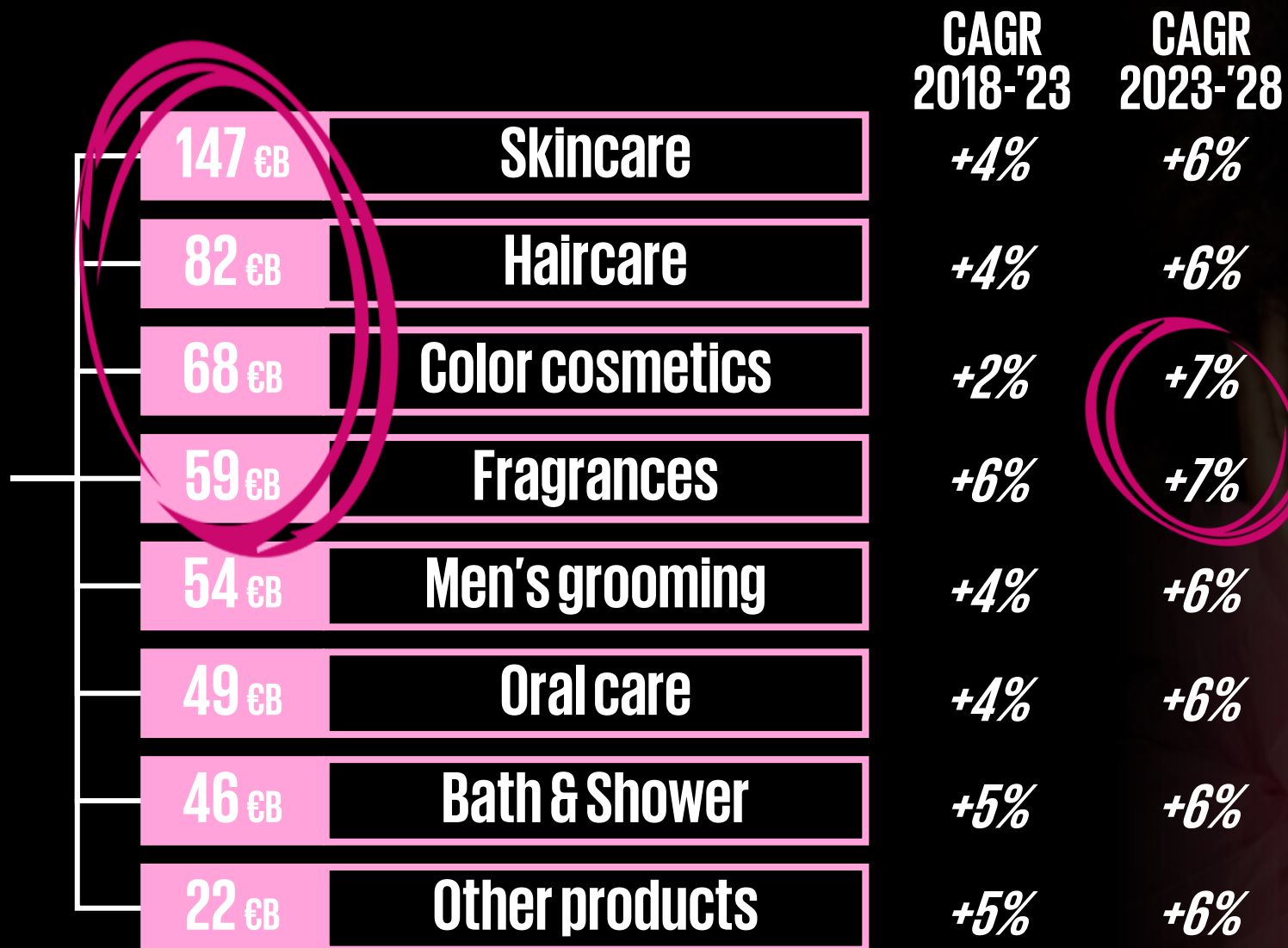
Source: Euromonitor, accessed April 2023

Notes: The Beauty & Personal Care market is defined here as the aggregation of baby and child-specific products, bath & shower, deodorants, hair care, colour cosmetics, men's shaving, oral hygiene, fragrances, skin care, depilatories and adult sun care. Black market sales and travel retail are excluded.

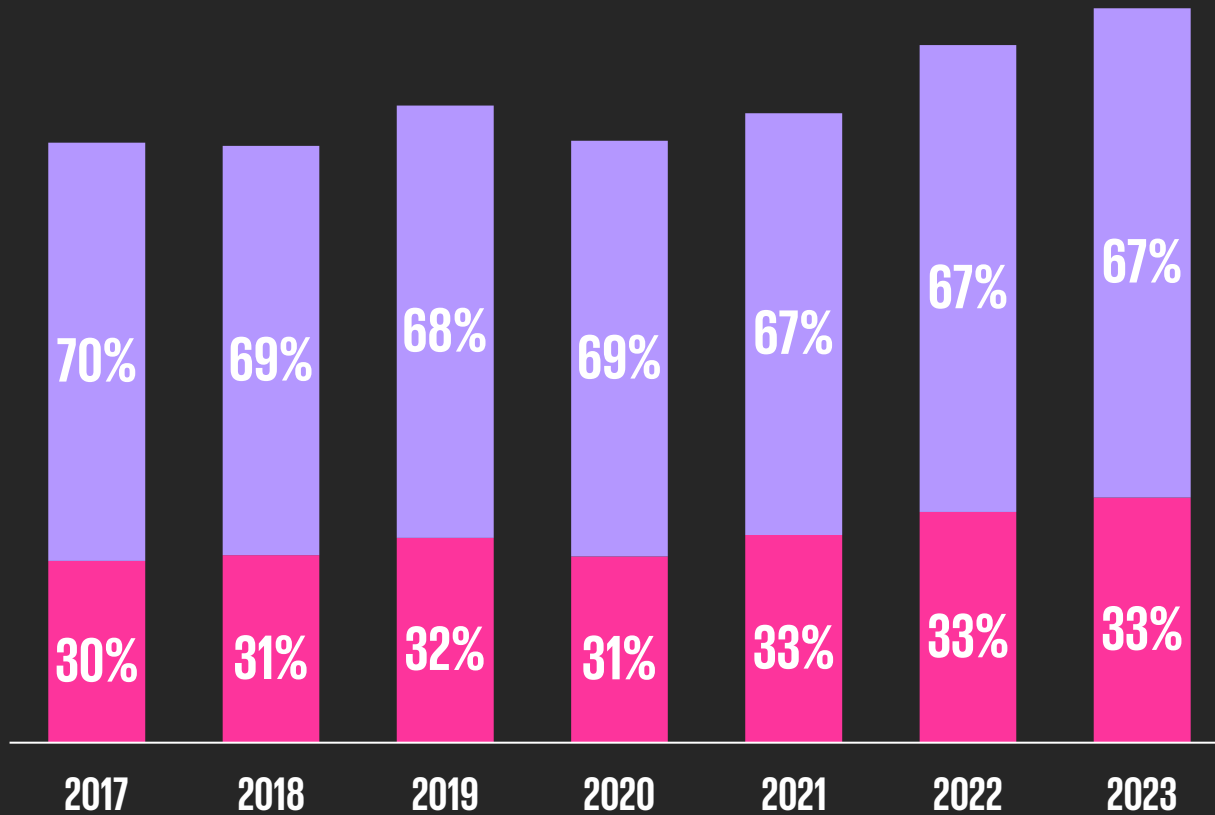
Top 4 categories account for over 350 €B ~ 70%

527 €B

Beauty & Personal Care
Value 2023



Mass and premium exceeded 2022's growth...



Mass

CAGR 18-23: +4,9%

Premium

CAGR 18-23: +5,9%

...but **premium** is ramping up

World 22-23

+5%

+27 €B

Italy 22-23

+14%

+2 €B



The Italian Beauty Sector accounts for 3% of total

Beauty

3%

Fashion

2%

Tourism

2%

Food

4%

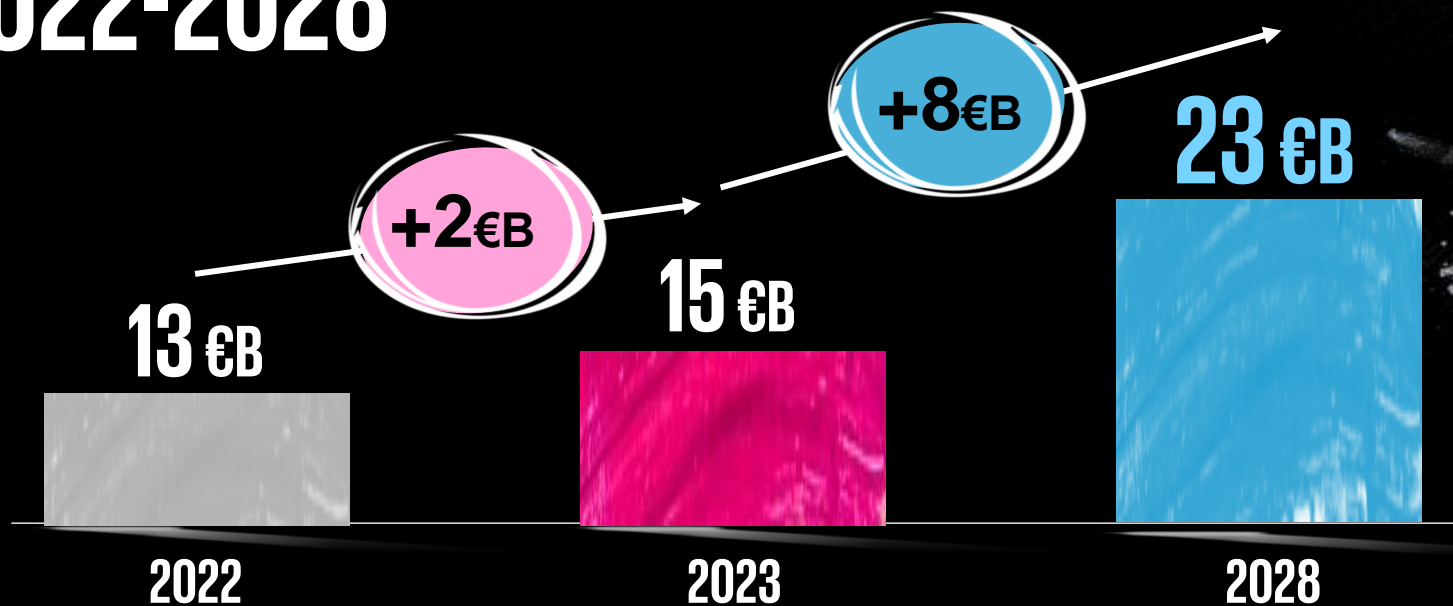
The Relevance of Italian Beauty Sector

2028

*The Future of
Italian Beauty*

Beauty in Italy 2022-2028

*X2 the
Industry Value*



+10 €B

from 2022 to 2028

Growth Champion is Italian Beauty

	World (23-28)	Italy (23-28)
Beauty	+6,3%	+8,0% 🏆
Fashion	+6,5%	+2,2%
Tourism	+9,2%	+7,7%
Food	+6,0%	+3,3%

The Growth of Italian Beauty Sector

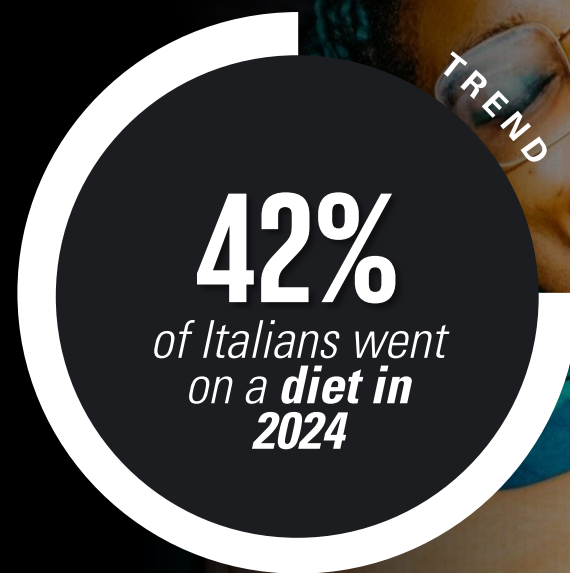
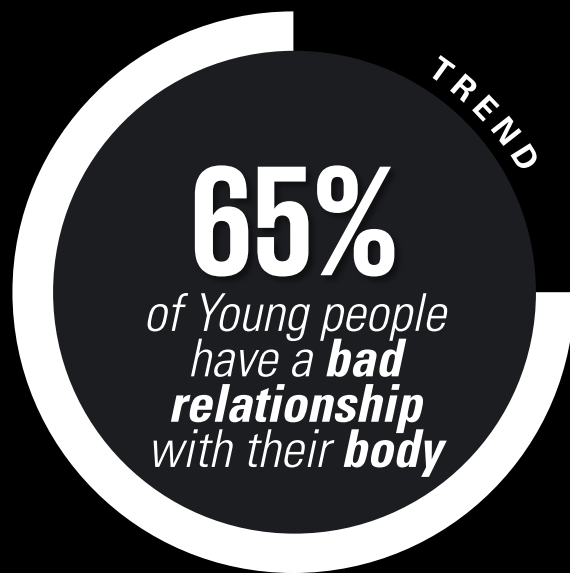
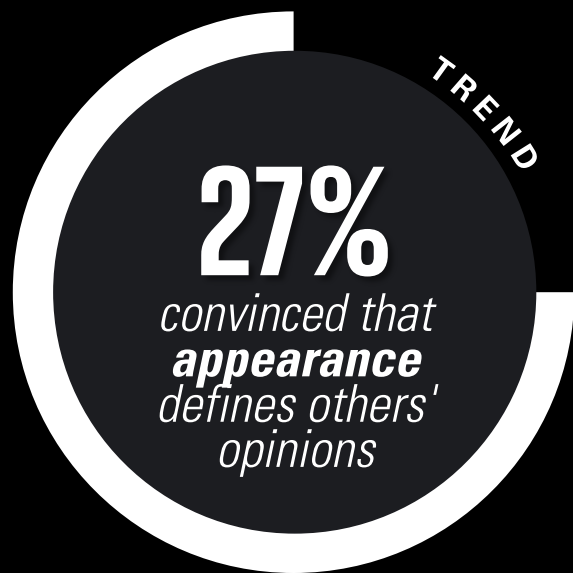
02

Game Changer



01

*I Am What I Am,
not what I own*



BODY is the new **ICON**

02

From Influencer to Creator

TOP Beauty Influencers



83,1m follower



James Charles

PAINTED

Painted



67,5 m follower



Huda Kattan

HUDA BEAUTY

Huda Beauty



43,7m follower



Nikkie de Jager

Nimya
by NikkieTutorials

Nimya

Influencer's Beauty Brand

The Rise of Digital Native Brands

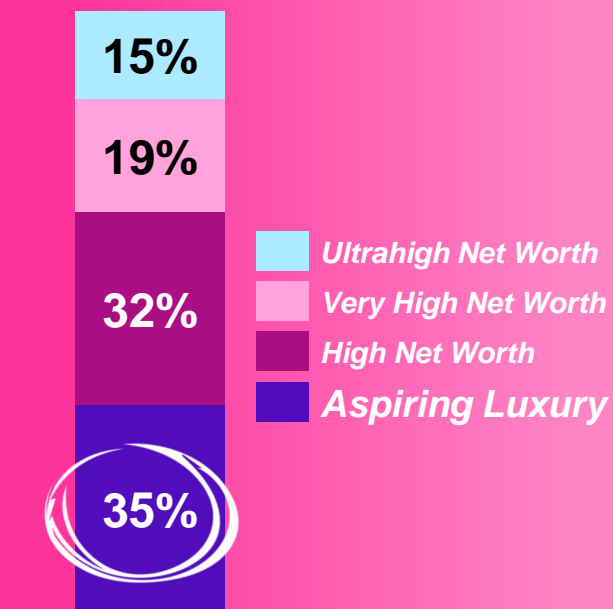
The Lipstick Effect

The aspiration of luxury goes through make-up and self-care

2021
20 €B
Luxury Beauty

2027
40 €B
Luxury Beauty

+100%



The Power of Make-up

04

Rubick's Cube

Generations

Gender

432

combinations

Culture & Religions

Ethnical Groups

Wealth Categories

An opportunity for Beauty, a Threat for Other

05

The Active Beauty

Beauty

Sport

Italian Life Style

Marketing Sponsorship

Innovation and Research

Performance

Beauty Industry bets on sports sector

06

The New Mantra

Google

SKINCARE



Google Trends

100

75

50

25



+2 mln

(+100%) of searches
in the last
12 months

26 Dec 2021



+488 k

of searches
in the last
12 months

15 Oct 2023



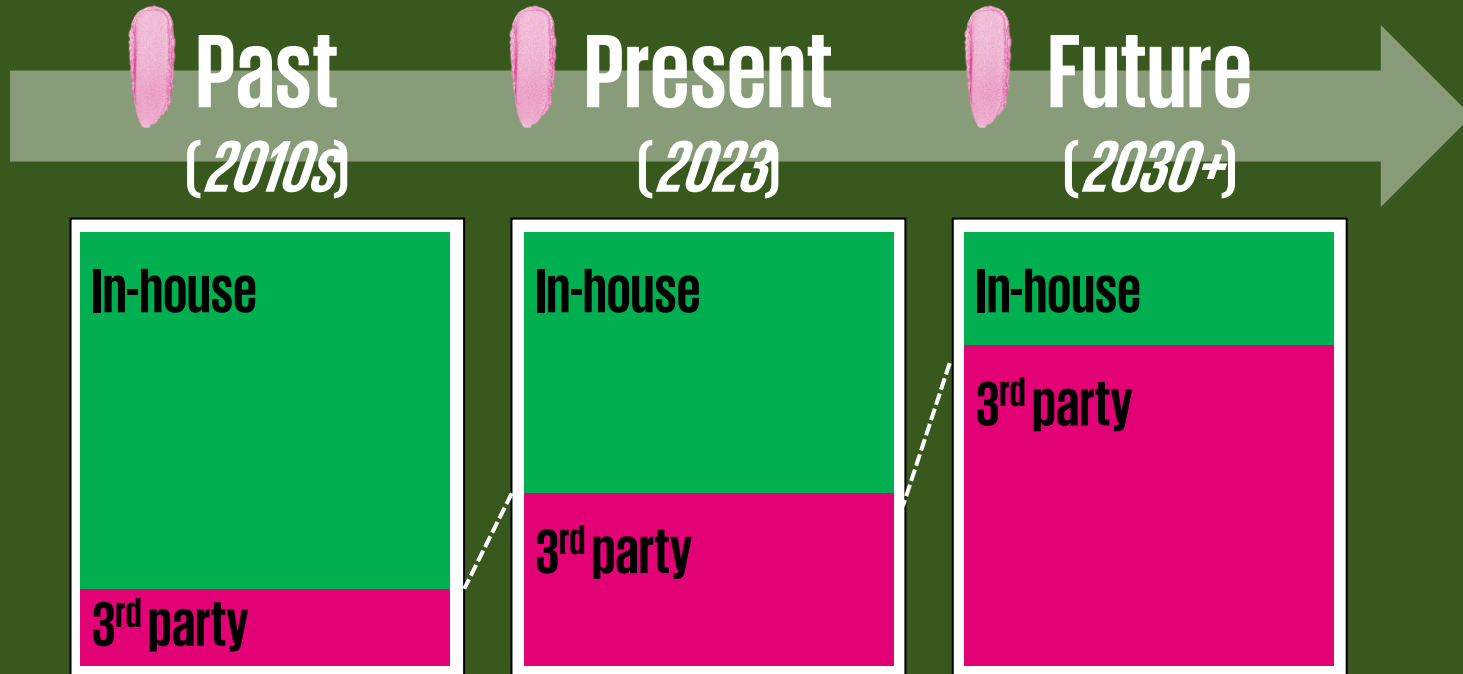
+580 k

of searches
in the last
12 months

Skincare Routine, an Italian Deal

07

Third Parties will shape the future of Beauty



Heritage & Innovation



The 7 Game Changers

01. I Am What I Am

02. From Influencer to Creator

03. The Lipstick Effect

04. Rubick's Cube

05. The Active Beauty

06. Skincare Routine: The New Mantra

07. Third Parties: the future of Beauty

Reason for Italian Success

03

Consumer Trends



4 Trends will continue to shape the Industry



Beauty Science

With consumers demanding **efficacious products**, brands are incorporating science and technology into development



Pure Beauty

Consumers want to know what is in their products and that they are **“good for me, good for the planet”**



Inclusive Beauty

Consumers are seeking products that cater to their needs, regardless of their **gender, age, ethnicity, religion or condition**



Digitally Native

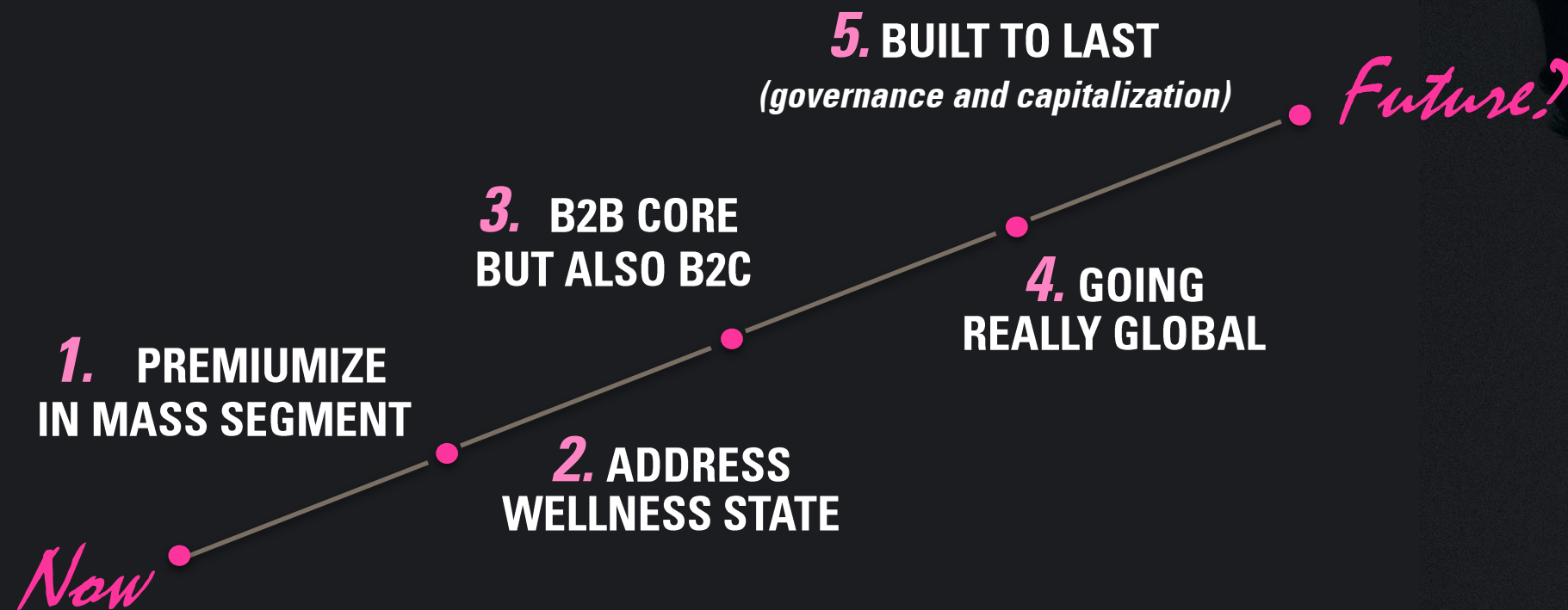
Consumers are looking for **authentic** recommendations and **convenient** purchasing journeys

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The Future



Growing Beyond Expectations



Key recommendations for Italian Beauty

Thanks!

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