



## UNIPRO

## Market Trends

### The numbers of cosmetics - April 2010

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Trend in the cosmetics market in Italy despite decreases in professional channels.

Weigh on the business turnover of the slowdown in foreign markets. SCENARIOS OF THE COSMETIC

The presentation of data processed by the Centre for Studies and Culture in Company Unipro At the press conference Cosmoprof Worldwide Bologna 2010, 23 March is an important occasion for the evolution of the sector Slow economic times.

The compilation of consumption at a time of heavy conditioning on the propensity purchase of large segments of consumers as confirmation came from the cosmetic time in daily life and habits of Italians.

Among consumer goods food only recorded more positive trend of 0.3% clocked from cosmetics in 2009 have touched 9.107 billion euros. On the production side there is a drop in turnover of 2.5% with a value drops to 8.137 billion euros.

Weighs much the decline in exports, -9.8% to 2.080 million in value. The downturn does not mean a loss of market share by companies but result of heavy slowdown in foreign markets, more sensitive to the crisis in Italy world.

It 'important to remember that the imports have decreased by 10% to confirm a important recovery of shares by domestic Italian firms that in terms of contribution to the turnover of enterprises has shown the same values of the previous year.

Continuing the efforts of companies to satisfy an increasingly attentive quality and service. The polarization processes of consumption and segmentation of feature choices of industry closer consumer needs in terms of security and reliability.

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Market trends, hair products, cosmetics, hair marketing, consumer products for hair stylists prices, prices for hair dye professional, offers articles for sale hair, beauty, shopping offers products for hair, cosmetics

