



Euromonitor  
International

# Premium Beauty and Personal Care in Italy

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Consumers show willingness to invest in premium products again  
L'Oréal leads but MEDSPA making waves with Miamo  
Consumers looking to make more ethical and informed decisions

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Beauty and Personal Care in Italy - Industry Overview

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/premium-beauty-and-personal-care-in-italy/report](http://www.euromonitor.com/premium-beauty-and-personal-care-in-italy/report).