

E-commerce vs. In-store Purchases for Italy's Beauty Shoppers

The pandemic gave Italian beauty shoppers no choice but to purchase products online. But their return to stores still provides opportunities for beauty brands to offer omnichannel purchasing journeys, mixing sensory experiences in stores with product apps. **Here is a closer look.**



Though pandemic-related concerns in Italy have lessened in the past year, it is still a time of great uncertainty across the retail landscape and in the beauty marketplace. Our deep data and industry expertise can help you navigate challenges and anticipate what is ahead for your business.

Source: The NPD Group/BeautyTrends®, Italy, January to December 2020, and COVID-19 Consumer Survey Italy, January 2021 (sampled and weighted to match general population aged 18+)

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