



Global Market Navigator

© 2025 Mintel Group Limited. All Rights Reserved. Confidential to Mintel.

Shampoo & Conditioners - Italy (2025)

Shampoo & Conditioners - Italy by Mintel Market Sizes provides you with annual year-end market size data, most recently updated in 2025.

This market covers shampoos and hair conditioners for men, women and includes unisex products. Market value is based on sales through all retail channels including direct to consumer, but excludes the professional sector including hairdresser sales to the consumer.

Purchase of this snapshot allows you to quickly compare the data for this market with your other purchased snapshots on our Navigator platform. Mintel Market Sizes allows to you create charts, tables and export the raw data in all standard formats.

Segmentation of this market

- 2In1S/3In1S
- Conditioners
- Medicated/Anti-Dandruff/Problem Hair
- Shampoos
- Leave-In
- Masks
- Other
- Wash Out

Compound annual growth rates

Compound annual growth rate (CAGR) is provided for this market and is based on the last 5 years of available data.

Socio-economic data

Included with this snapshot is socio-economic data for Italy. Population, Consumer Price Index (CPI), Gross Domestic Product (GDP), Exchange Rates.

Market Size & Forecast

Market size for Shampoo & Conditioners - Italy is given in EUR with a minimum of five years' historical data. Market Forecast is provided for five years.

To order this report call your local Mintel office:

EMEA: +44 (0) 20 7606 6000

Americas: +1 (312) 932 0400

Asia: +61 (0) 2 8284 8100

Or email marketsizes@mintel.com

This report has been extracted from Mintel Market Sizes, contact us to learn more about our flexible subscription packages.

Shampoo & Conditioners - Italy (2025) is included in a number of subscription packages.

Subscription by Region:

- Italy – All Markets
- Europe – All Markets
- Global – All Markets

Subscription by Industry:

- Beauty, Personal Goods, Toiletries – Global
- Beauty, Personal Goods, Toiletries – Europe

Related Reports

Shampoo & Conditioners - Australia (2023)

Shampoo & Conditioners - Brazil (2025)

Shampoo & Conditioners - China (2024)

Shampoo & Conditioners - France (2022)

Shampoo & Conditioners - Germany (2025)

Shampoo & Conditioners - India (2022)

Shampoo & Conditioners - Indonesia (2024)

Shampoo & Conditioners - Japan (2025)

Shampoo & Conditioners - Mexico (2025)

Shampoo & Conditioners - Spain (2025)
Shampoo & Conditioners - Thailand (2023)
Shampoo & Conditioners - UK (2024)