

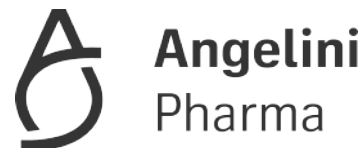


MARKETING CROSSCANALE





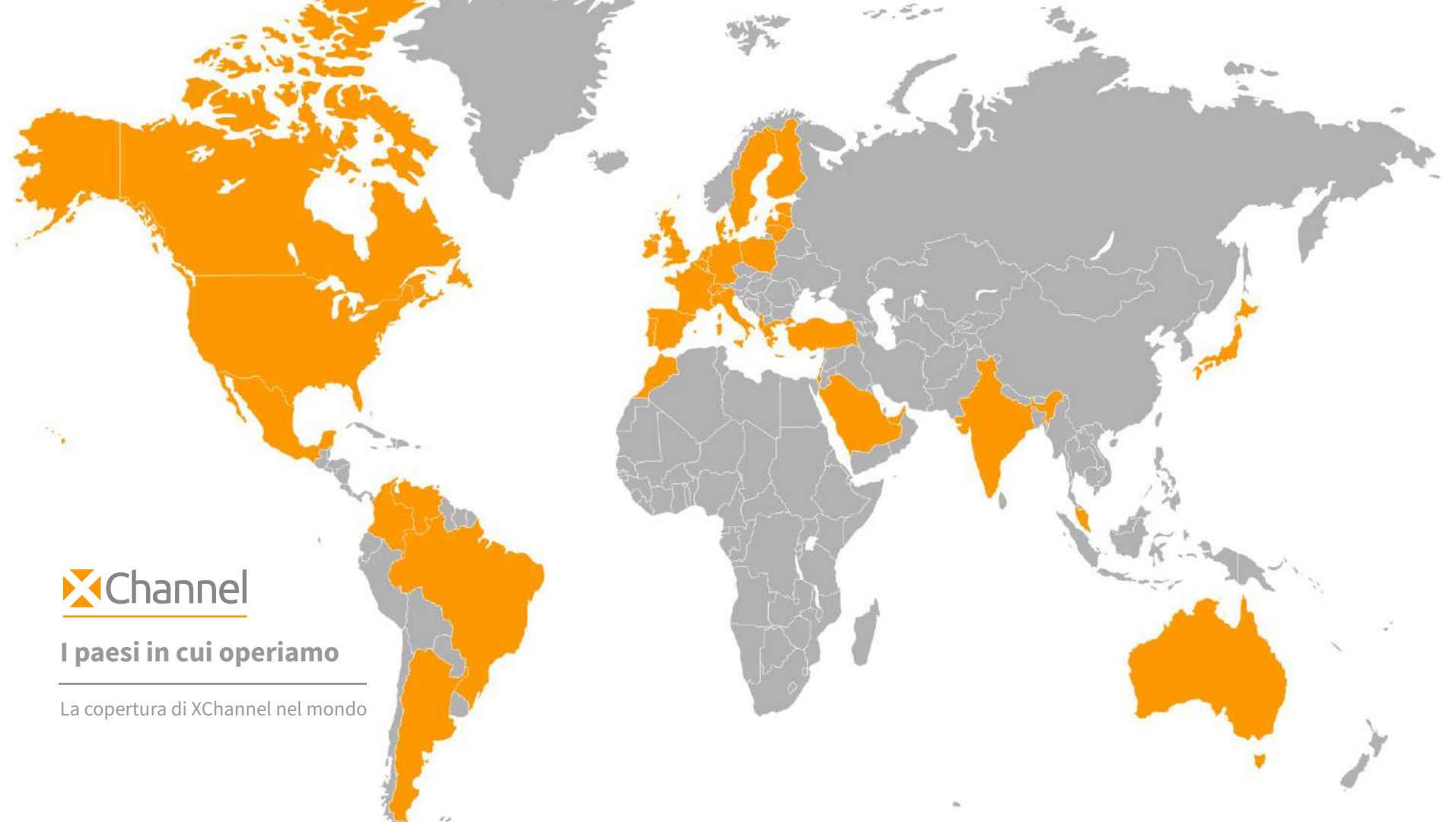
LVMH





I paesi in cui operiamo

La copertura di XChannel nel mondo





I nostri uffici

La presenza fisica di XChannel



CHI SIAMO



1

Siamo la prima società di consulenza in Europa per il **MARKETING** e la **COMUNICAZIONE CROSSCANALE**

2

Abbiamo ideato un metodo ibrido e unico, che unisce
[1] **BIG DATA** [2] **SEMIOTICA** [3] **ANTROPOLOGIA**

3

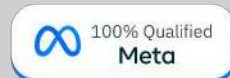
Siamo una **BOUTIQUE AGENCY** con un forte orientamento al mondo del Beauty, inoltre, collaboriamo attivamente con Cosmetica Italia con osservatori di settore e corsi di formazione

!

Creiamo soluzioni di big-data creativity per raggiungere gli shopper multicanale. Usiamo **TOOL** quanti-qualitativi proprietari che fanno crescere le **QUOTE** di MERCATO e massimizzano il rapporto tra **INVESTIMENTI** e **VENDITE**

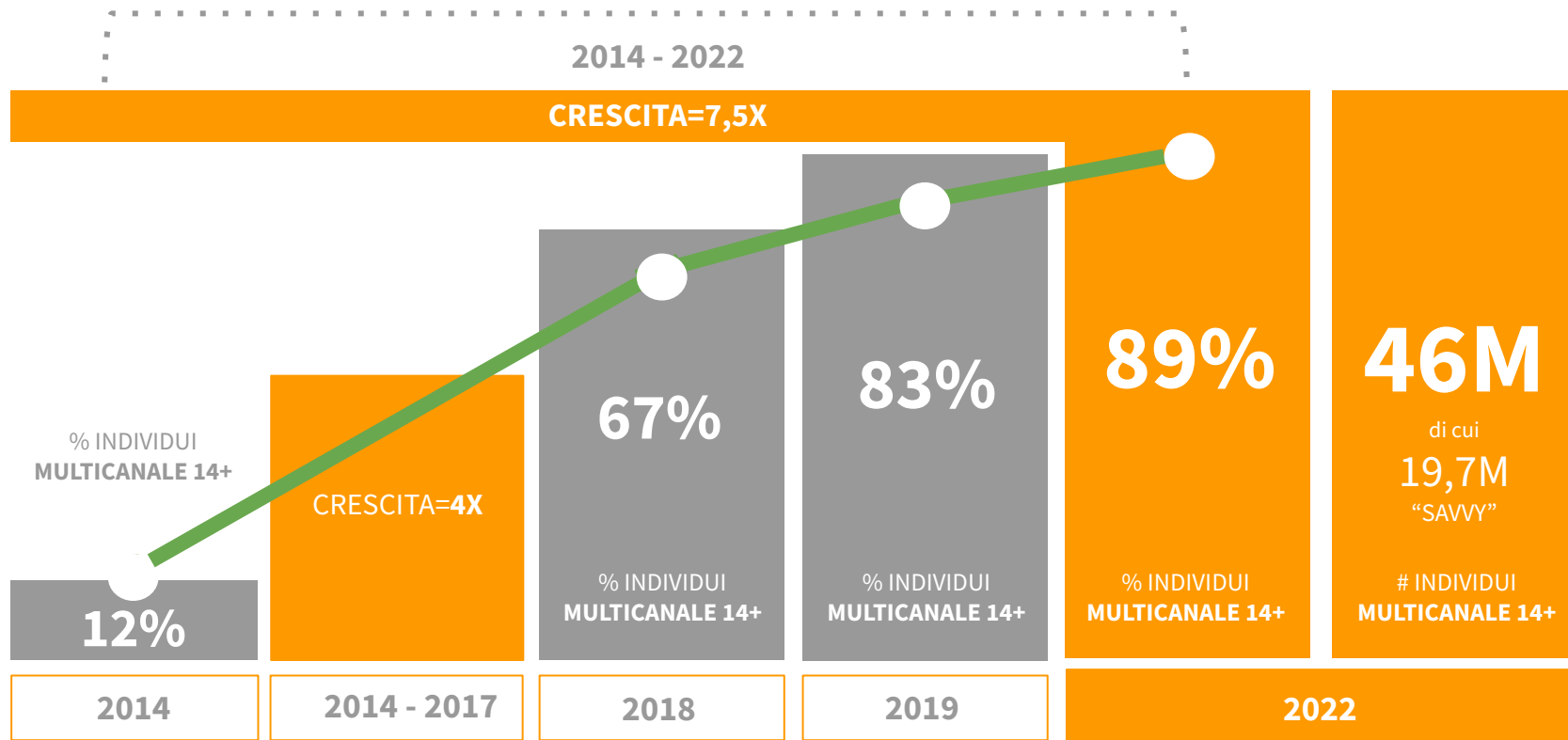


TEAM ALTAMENTE QUALIFICATO



PERCHÉ

INDIVIDUI **MULTICANALE** RICHIEDONO
SOLUZIONI CROSSCANALE

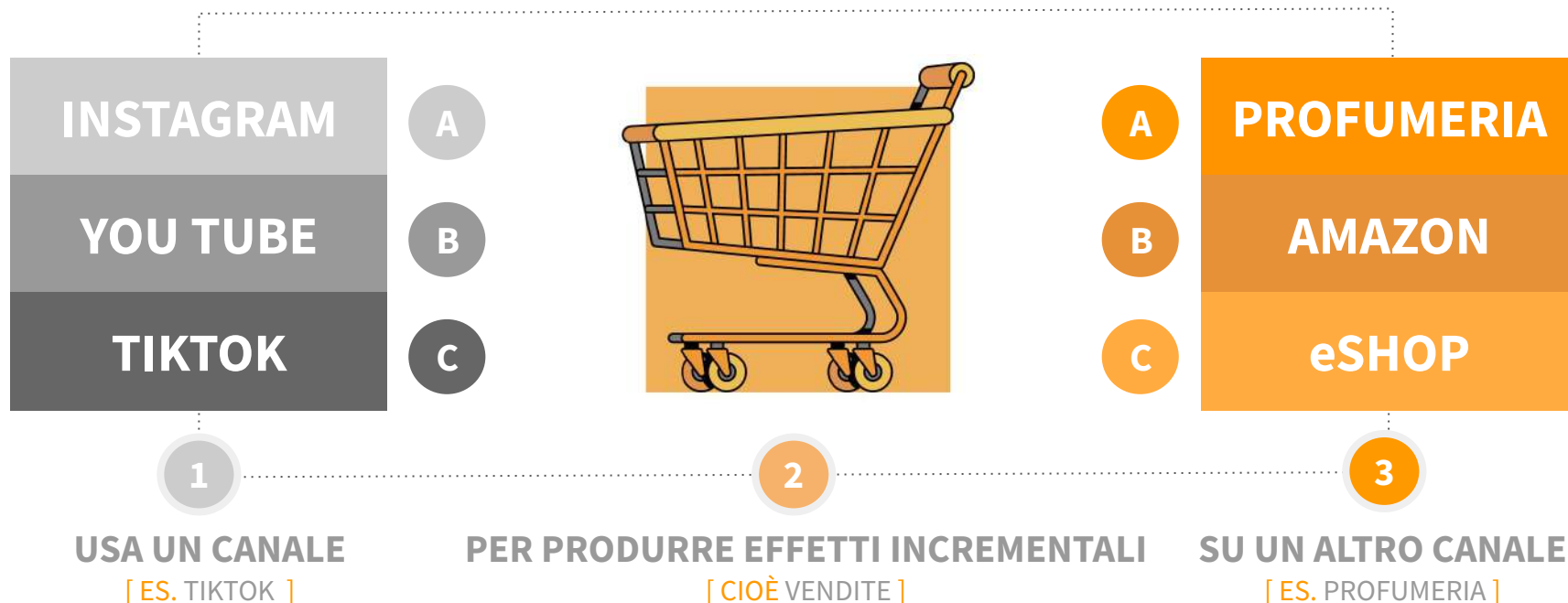


SOLUZIONI DI MARKETING & COMUNICAZIONE CROSSCANALE

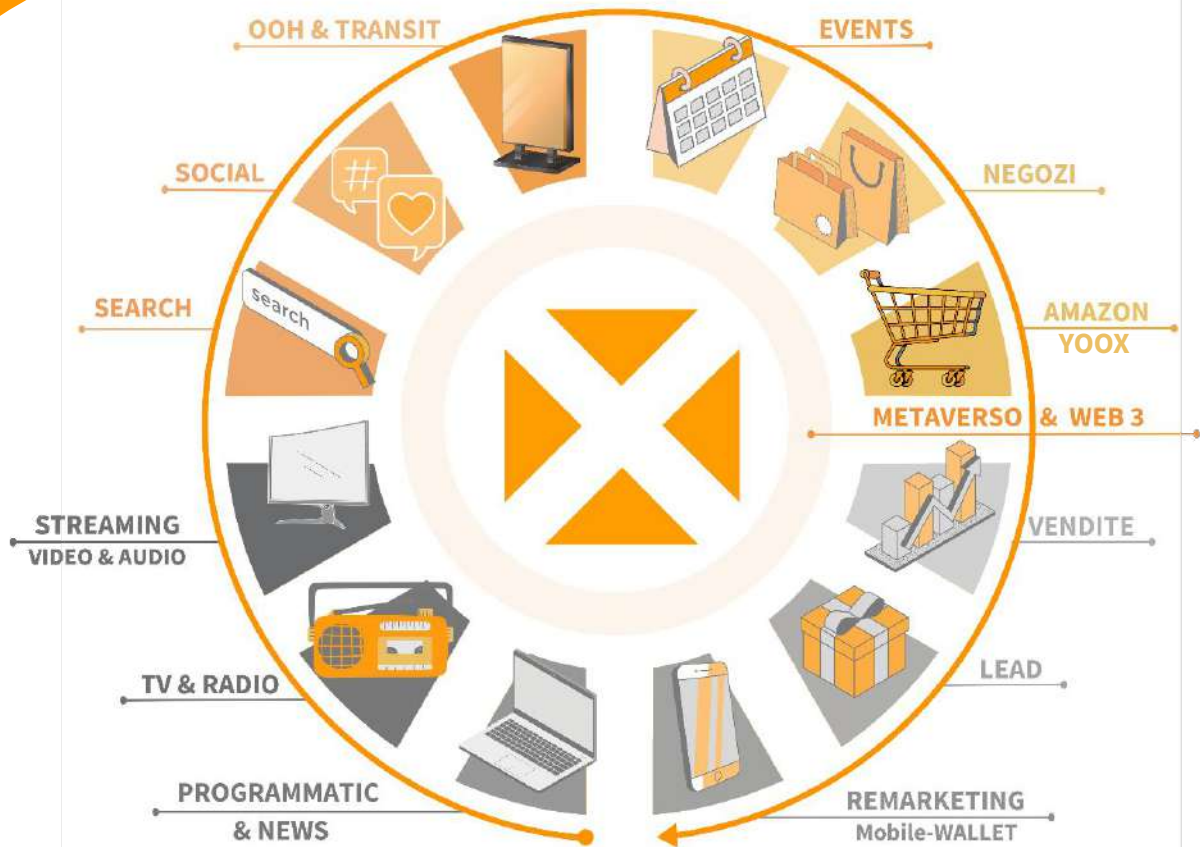
I NOSTRI FOCUS



MARKETING CROSSCANALE



IL VOLANO DEL MARKETING CROSSCANALE



USA UN CANALE PER PRODURRE EFFETTI SU UN ALTRO CANALE

PERCHÉ SCEGLIERE UN PIANO CROSSCANALE?

COSTO PER PERSONA
RAGGIUNTA DALL'ADV
UPLIFT
VENDITE

PIANO
TRADIZIONALE

100

100

BEAUTY

239

3,5

HAIRCARE

281

5,8

SKINCARE

238

1,9

MAKEUP

199

2,7

Dati di sell-out raggiunti con i nostri clienti utilizzando un piano crosscanale, in
comparazione con metodologie tradizionali*

*Analisi condotte assegnando index 100 ai media tradizionali usati come benchmark

METODOLOGIA

UN METODO IBRIDO E UNICO, CHE UNISCE:

BIG DATA, SEMIOTICA, ANTROPOLOGIA

SOLUZIONI QUANTI-QUALITATIVE E TRACCIAMENTO COSTANTE DEI RISULTATI

BIG-DATA

DEDUZIONE

CHE COSA & QUANDO

MISURAZIONE

LIVELLO DI INCERTEZZA: BASSO

TRACCIARE IL PASSATO/PRESENTE

HUMANITIES

ESPLORAZIONE

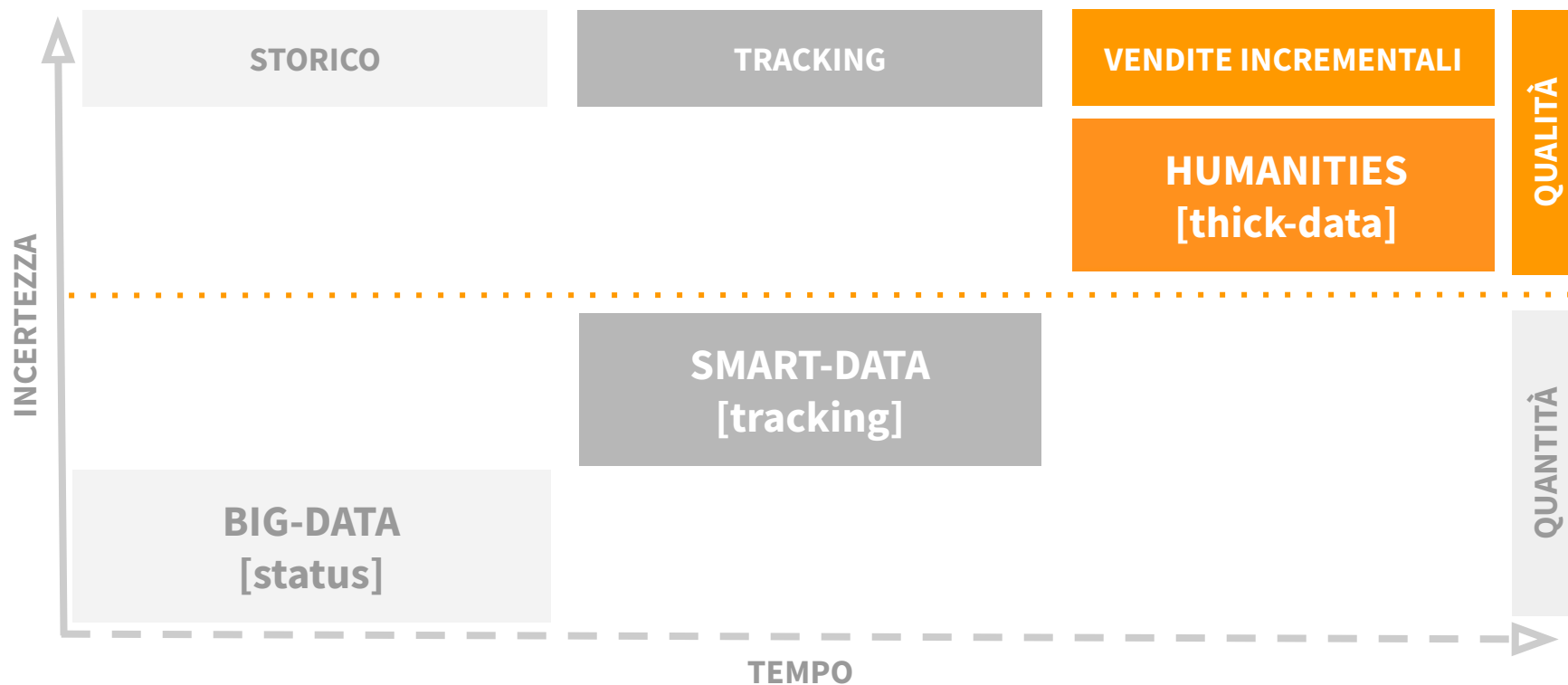
COME & PERCHÉ

EVIDENZA

LIVELLO DI INCERTEZZA: MEDIO/ALTO

LEGGERE IL FUTURO

BIG-DATA vs HUMANITIES | PERCHÉ



BIG-DATA MONDAY: CUSTOM

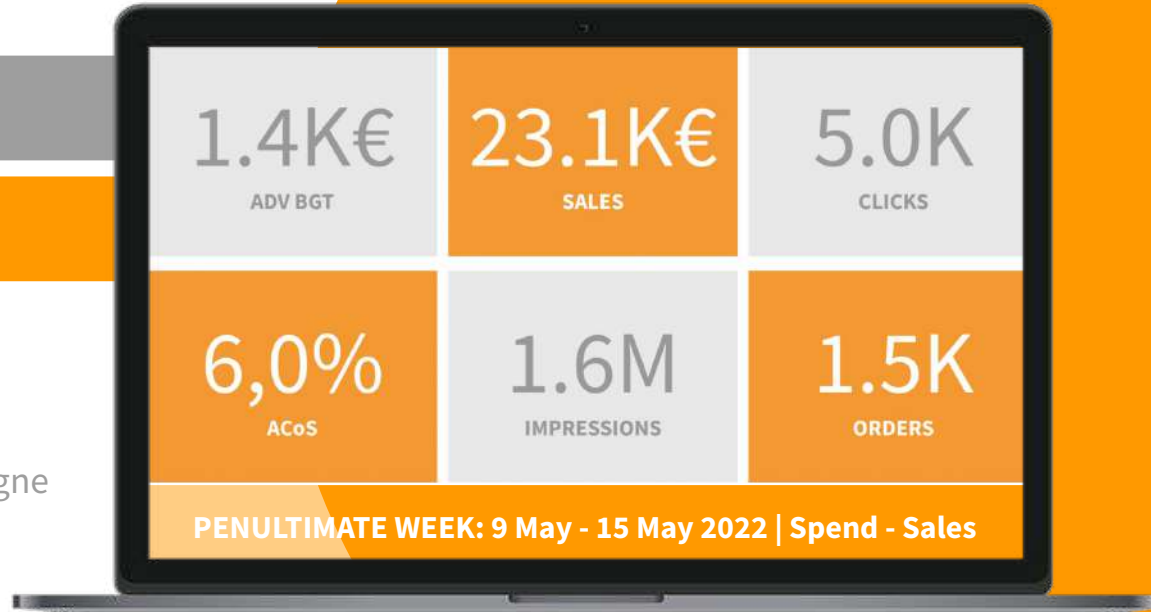
100% BUDGET

[week | month | YTD | FY]

100% SALES

[KPI's]

- ONE STOP | ONE DASHBOARD
- Dashboard settimanale ogni lunedì
- Personalizza i KPI di tuo interesse
- Monitora l'andamento delle tue campagne



TOOL

PROPRIETARI ED ESCLUSIVI.
BIG DATA E SEMIOTICA PER
AUMENTARE LE VENDITE

XChannel
MILANO - BARCELONA



Massimizza il **ritorno** sugli investimenti coinvolgendo il **pubblico** giusto al momento giusto sui **motori di ricerca**



Individua l'investimento e i **formati più efficaci** ed efficienti per posizionare il proprio prodotto/servizio sulle **piattaforme digitali**



Analizza la capacità transazionale o di **visibilità** degli **influencer** attraverso un'**analisi** quanti-qualitativa dei loro profili



Trova le **keyword** più adatte per le tue **campagne advertising** e monitora la vincita della **buybox** dei prodotti



Ottimizza le **pagine prodotto** per aiutarle a raggiungere le prime posizioni dei **risultati** di ricerca **organici** degli utenti



Individua e definisce in anticipo tutti i **KPI** necessari per scegliere gli spazi e il **pricing** ideali per **periodi promozionali** e grandi eventi



IL TOOL QUANTI-QUALI

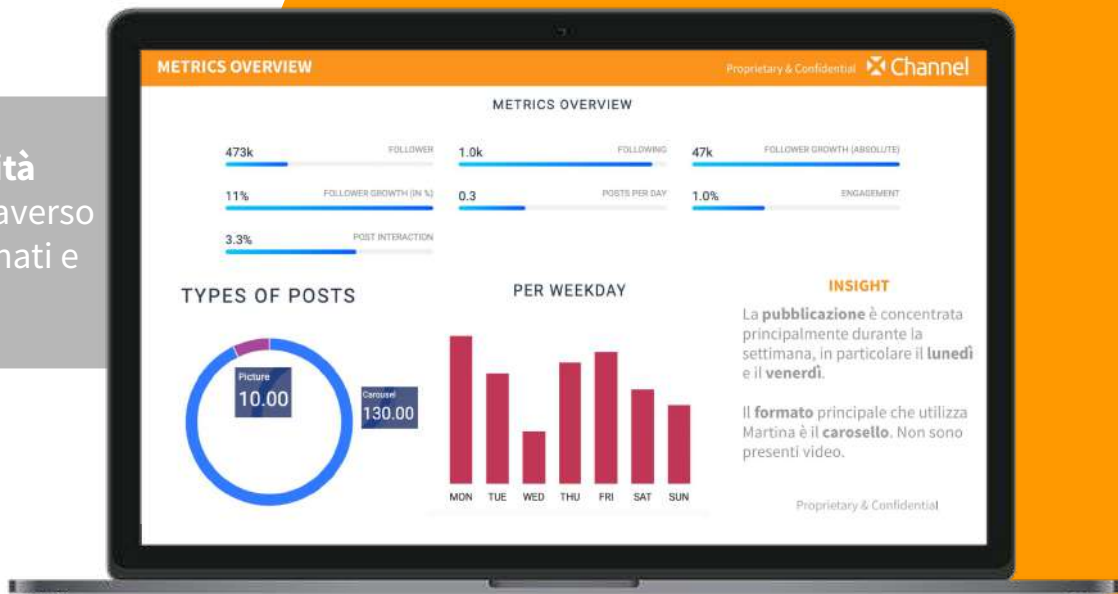
\$EMIOTICA PER MIGLIORARE I BIG DATA

È un tool che permette di analizzare la **capacità transazionale** o di **visibilità** degli influencer attraverso un'**analisi quanti-qualitativa** dei profili selezionati e dei commenti ai post

INFLUENCER

BIG-DATA

SEMIOTICA



IL TOOL QUANTI-QUALI

SEMIOTICA PER MIGLIORARE I BIG DATA

Divisione degli influencer in una matrice:



NUVOLINDEX: TRANSAC COMMENTS / TOT. COMMENTS [RATIO %]

IL TOOL QUANTI-QUALI

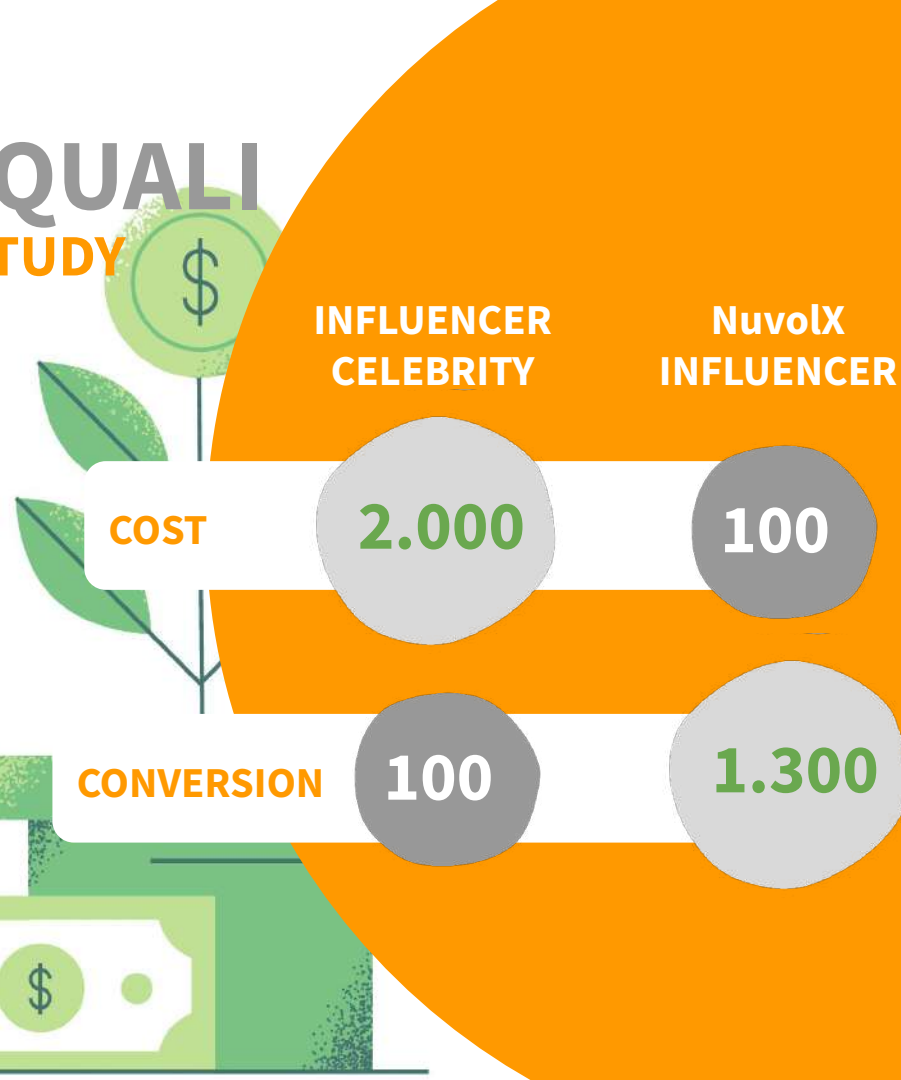
RISULTATI CONCRETI | CASE STUDY

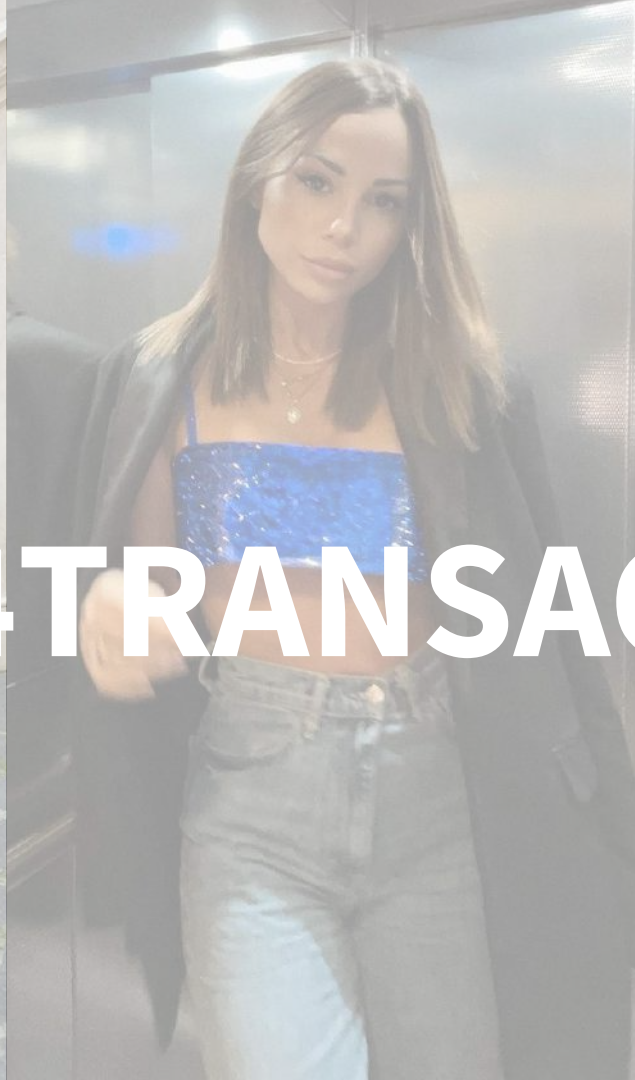
CONVERSION

Rapporto indicizzato tra le performance medie delle celebrity VS le performance medie di NuvoIX

COST | Esempio costi:

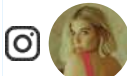
Celebrity = 10K€ // NuvoIX=0,5K€





INFLU4TRANSACTIONS

Timing: 1 Gennaio 2022 - 23 Marzo 2022

	Fans	Follower Growth (absolute)	Follower Growth (in %)	Number of posts	Total Likes	Total Comment	Comments per post	Likes per post	Engagement	Post interaction
 Martina Ravotti	473k	362	0.077%	19	275k	5.1k	269	14k	0.72%	3.1%
 MARTINA PINTO	82k	78	0.095%	35	43k	1.7k	49	1.5k	0.66%	1.6%
 Sonia Grispo	235k	401	0.17%	34	207k	1.3k	37	6.1k	1.1%	2.6%
Average	263k	280	0.11%	29	175k	2.7k	118	7.4k	0.82%	2.4%

Sonia Grispo: leader in crescita [i.e. *reach* incrementale “responsive”] ed *engagement* YTD 2022

Timing: 1 Gennaio 2021 - 23 Marzo 2022

BY DAYTIME

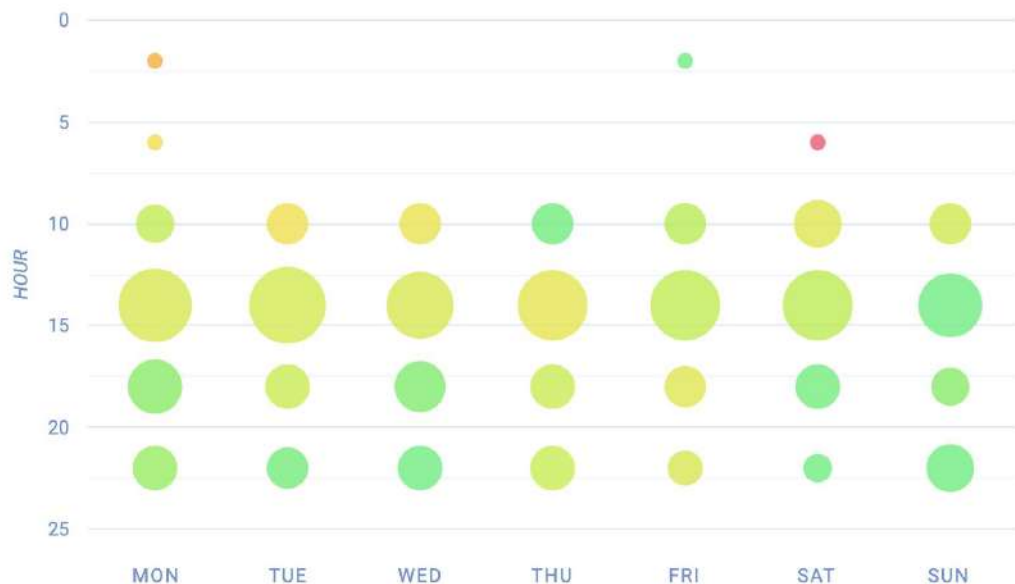


GRAFICO A DISPERSIONE

L'attività di posting è spalmata dalle 10 alle 22 per tutti i giorni della settimana.

La **dimensione** segnala la quantità di post pubblicati quel giorno nella corrispondente fascia oraria.

L'**intesità** del colore e la **cromatura** (interaction x1000 fans) fungono da indicatori di performance:

- verde e scuro → ottime performance
- verde e chiaro → buone performance
- giallo e chiaro → performance discrete
- rosso → pessime performance



Beauty e fashion sono le due anime che caratterizzano la comunicazione di Martina Ravotti.

Martina si prepara insieme alle “amiche virtuali” sia in termini di scelta look sia per il make up. Un **make up** semplice e puntuale, realizzato con pochi prodotti, ma quelli giusti per il suo stile.

Nelle sue stories mostra i prodotti che utilizza e realizza anche dei mini **tutorial**.

L'**eye-liner** è un must have nella sua bag dei trucchi.



ravottimartina Segui ...

Post: 2.106 472mila follower 1.046 profili seguiti

Martina Ravotti
 MR ❤️📺 Founder of @mr_parsanimaemeae
martinaravotti.it

Followers: saraturato,... matipitoia, alessiapere + altri 51









Lovely

Food 🍷

Outfit Insp...

everyday l...

Dubai '21

Idee regal...

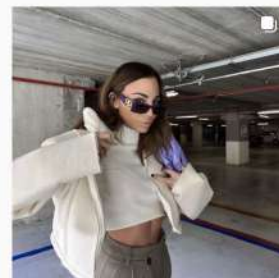
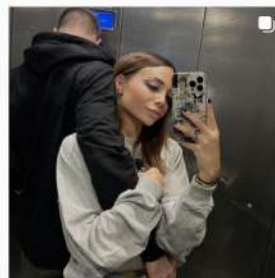
My Hair

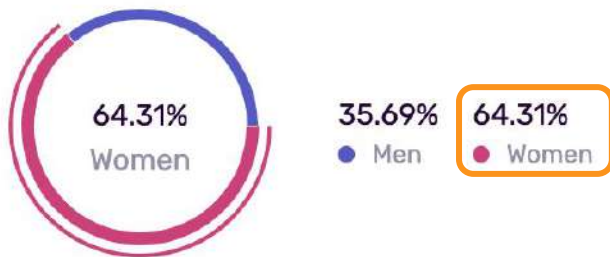
INSIGHT

Follower: 472.699

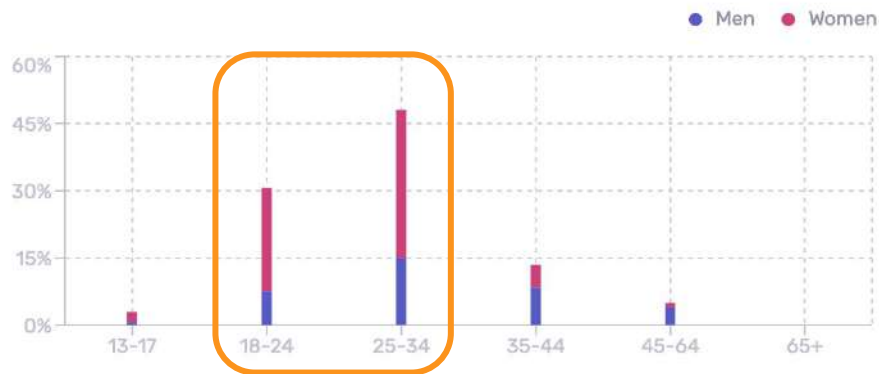
Founder: MR ParsAnimaMeae

Sito: Martinaravotti.it





AUDIENCE AGES ?

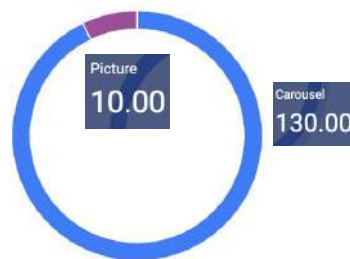


L'**audience** è prevalentemente **femminile** concentrata nella fascia d'età compresa tra i **18 e i 34 anni**

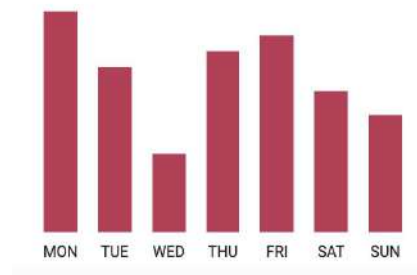
METRICS OVERVIEW



TYPES OF POSTS



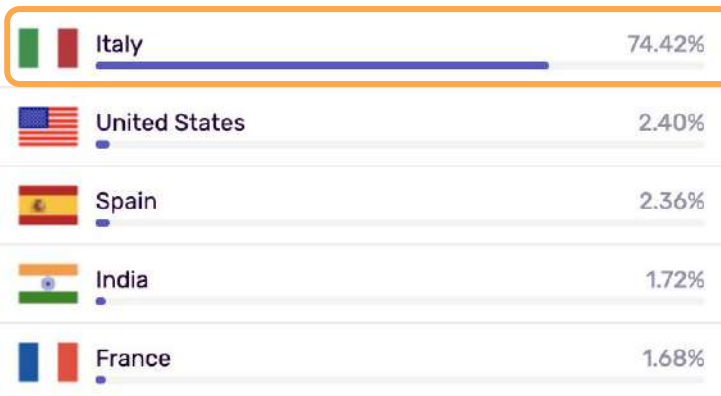
PER WEEKDAY



La **pubblicazione** è concentrata principalmente durante la settimana, in particolare il **lunedì** e il **venerdì**.

Il **formato** principale che utilizza Martina è il **carosello**. Non sono presenti video.

AUDIENCE TOP COUNTRIES ?



AUDIENCE TOP CITIES ?

AUDIENCE INTERESTS ?

AUDIENCE INTERESTS ?



MARTINA RAVOTTI



- 
aridiamonds lo voglio questi pantaloni!!! 🤔🤔🤔🤔
 1 sett. Rispondi
- 
likuna_khomeriki Love your outfit ❤️ What brand is your sunglasses?
 5 g Rispondi
- 
allguarino @ravottimartina la magliettaaaaaa?? 🤔
 1 sett. Rispondi
- 
chiara.bianchii Oddio la borsa 🤔
 1 sett. Rispondi
- 
dalia_vullo ma la giacca? 🤔🤔 dove si può trovare
 1 sett. Rispondi

MARTINA RAVOTTI





Proprietary & Confidential

NEWS

XChannel

GQ

VANITY FAIR
GDOWEEK

LA STAMPA

CORRIERE DELLA SERA

The New York Times

la Repubblica

ELLE

Siamo anche su





FEDERICO CORRADINI
CEO & CHIEF SEMIOTICIAN
XChannel

16
MARZO
2023

14.45 - 15.30
BOLOGNA - Sala Notturmo
(Blocco D al 1° piano del
Centro Servizi)

Semiotica e big-data
Un metodo innovativo
per intercettare
i trend della cosmetica

BIG-DATA VS HUMANITIES

TEAM BEAUTY:



MOIRA D'AGOSTINI
ADVISOR



FEDERICO CORRADINI
CEO & CHIEF
SEMIOTICIAN



FRANCESCA FAROUK
CONTENT
TEAM LEAD



DAVIDE GAZZARDI
MARKETING
STRATEGIST
ITALY & SPAIN



**ALESSANDRO
FILIPPINI**
BIG DATA ANALYST



GAIA PRINCIOTTA
CREATIVE &
INNOVATION
STRATEGIST



**EDOARDO
SANGREGORIO**
ACCOUNT
STRATEGIST

COSMOPROF
WORLDWIDE BOLOGNA

16-18
MARZO
BOLOGNA

4 MACRO TREND RILEVANTI:

SOSTENIBILITÀ | EFFICACIA | INCLUSIONE | BEAUTY-TECH

FOCUS SUI TREND IN 3 CATEGORIE:

SKINCARE | MAKEUP | HAIRCARE

WEB

BIG DATA + SEMIOTICA

1

1.1 GOOGLE
1.2 AMAZON

SOCIAL

BIG DATA + SEMIOTICA

2

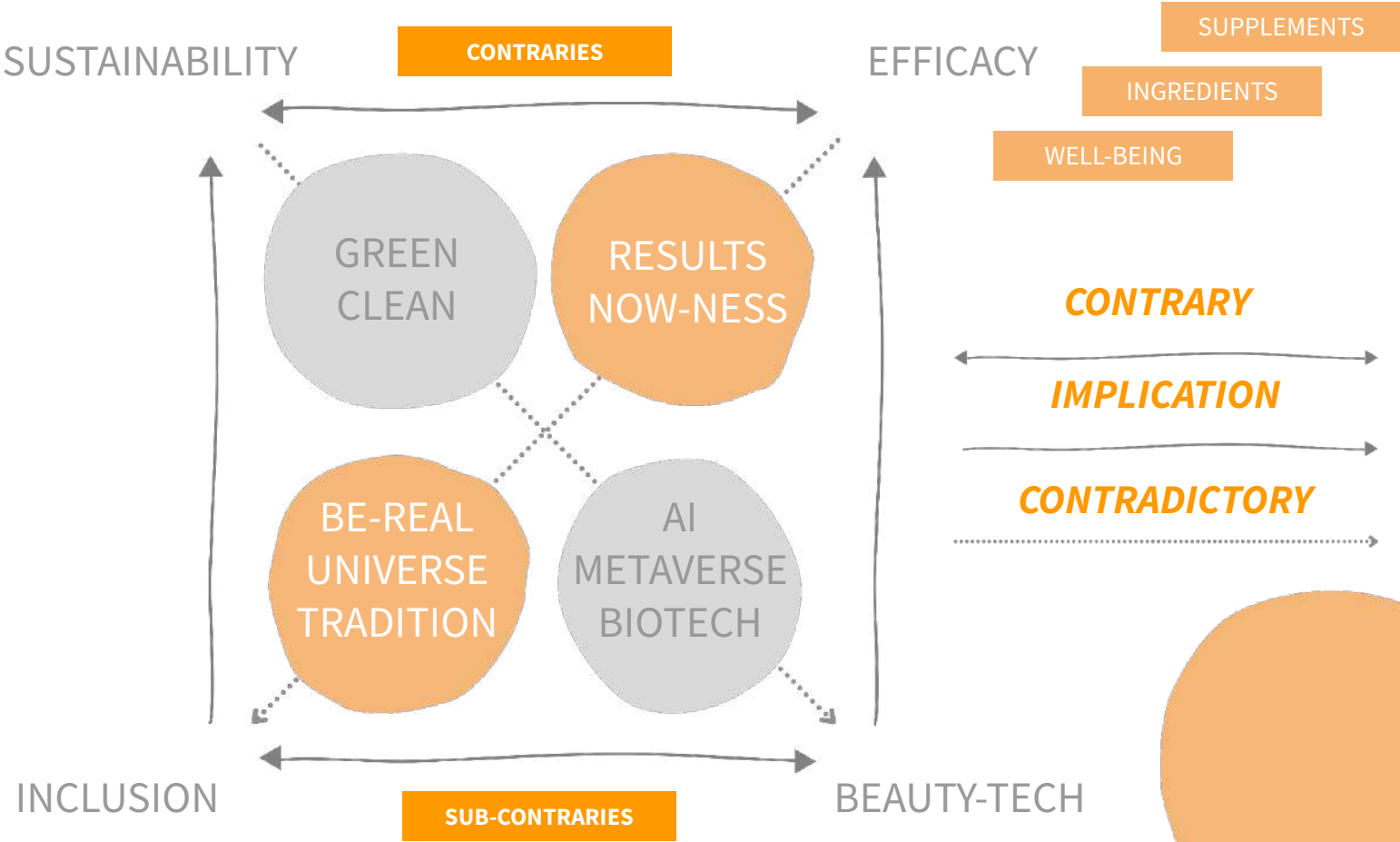
2.1 INSTAGRAM
2.2 TIKTOK

eCOMMERCE

BIG DATA

3

3.1 BEAUTY
3.2 PHARMA
3.3 AMAZON



6

PAESI

[Italia, Spagna,
Germania, Francia,
Regno Unito e USA]

1

CATEGORIA: BEAUTY

[Amazon]

4

SOTTO CATEGORIE

[Haircare, Skincare,
Fragrances e MakeUp]

CONSIDERANDO

OGGETTO DELL'ANALISI

Top 100 bestseller per ogni
sottocategoria in Paese.



TIMING

Ultimi 30 giorni
terminanti il
10.07.2023.

KPIs

Titolo; Brand; Prezzo; Vendite a
Volume; Vendite a Valore; Active
Sellers; Rating; Review Count.

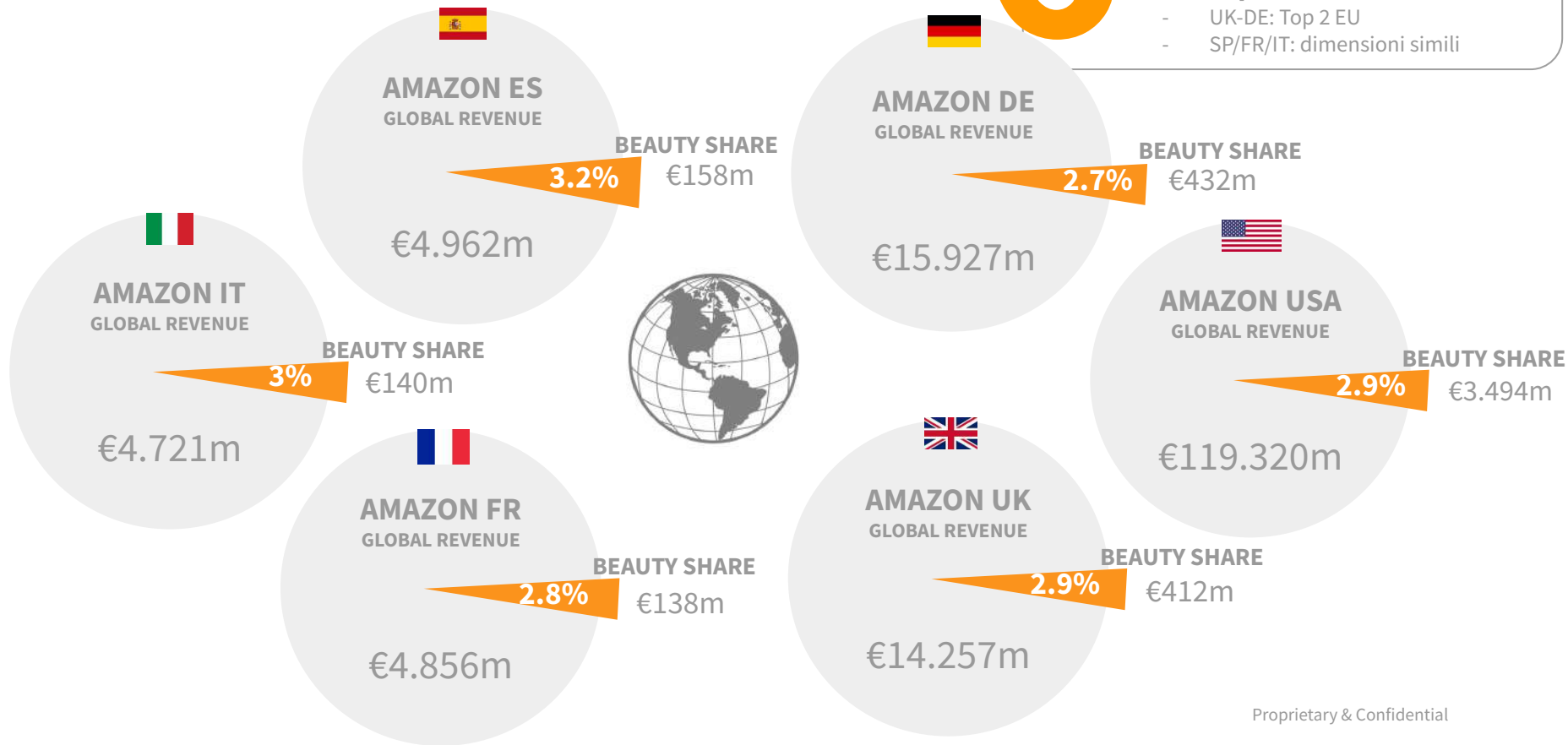
IL MERCATO BEAUTY IN AMAZON

6

PAESI

[Italia, Spagna, Germania, Francia, Regno Unito e USA]:

- UK-DE: Top 2 EU
- SP/FR/IT: dimensioni simili



ITALIA 



AMAZON IT
GLOBAL REVENUE

€4.721m

BEAUTY SHARE

3%

€140m

TOP 5 BEAUTY MPs

1. **AMAZON.IT**
2. Notino.it
3. Unieuro.it
4. Sephora.it
5. Farmae.it



BESTSELLERS BELLEZZA ITALIA

Product Details	Brand	Price €	Sales	Revenue	Active Sellers #	Ratings	Review Count
Phyto Phytophanere Integratore Alimentare Naturale Fortificante per Capelli e Unghie, Dona Forza, Crescita e Volume, senza Siliconi, Confezione da 180 Capsule	Phyto	€ 26,48	5769	€ 152.763	17	4,4	5520
Somatoline SkinExpert, Snellente 7 Notti Gel Effetto Fresco, Trattamento Corpo Anticellulite, Ultra Intensivo, con Sale Integrale, 400ml	Somatoline SkinExpert	€ 37,90	3399	€ 128.822	41	4,2	1768
Olaplex N. 3 trattamento riparatore capelli perfector	OLAPLEX	€ 22,38	5565	€ 124.544	48	4,4	11924
Collistar Gocce Magiche Corpo-Gambe, concentrato autoabbronzante con effetto rapido, abbronzatura intensa, naturale e luminosa in meno di un'ora, no macchie, adatto a tutti gli incarnati, 125 ml	Collistar	€ 24,50	4607	€ 112.871	22	4,3	2820
ghd Bodyguard - Spray Protettore Termico	GHD	€ 22,00	4602	€ 101.244	32	4,4	13421

TOP 20 BESTSELLER > 15% DELLA CATEGORIA BELLEZZA

TOP 100 BESTSELLER > 37%: Peso SC 44% - HC 38% - MU 15% - FR 3%

BESTSELLERS SKINCARE ITALIA

Product Details	Brand	Price €	Sales	Revenue	Active Sellers #	Ratings	Review Count
Collistar Crio-Gel Anticellulite, Crema corpo lifting ad effetto freddo, Stimola microcircolazione e drenaggio dei liquidi, Per pelle a buccia d'arancia, gambe pesanti e capillari fragili, 400 ml	Collistar	€ 41,50	3374	€ 140.021	23	4,6	915
Somatoline SkinExpert, Snellente 7 Notti Gel Effetto Fresco, Trattamento Corpo Anticellulite, Ultra Intensivo, con Sale Integrale, 400ml	Somatoline SkinExpert	€ 37,90	3399	€ 128.822	41	4,2	1768
Collistar Gocce Magiche Corpo-Gambe, concentrato autoabbronzante con effetto rapido, abbronzatura intensa, naturale e luminosa in meno di un'ora, no macchie, adatto a tutti gli incarnati, 125 ml	Collistar	€ 24,50	4607	€ 112.871	22	4,3	2820
Australian Gold Sunscreen Spf30 Spray Gel With Instant Bronzer 237 Ml	Australian Gold	€ 21,90	4286	€ 93.863	4	4,7	58
Bio-Oil Olio Trattamento per la Pelle con Azione Idratante Cicatrizzante e Anti Smagliature, Nasconde le Cicatrici, le Smagliature e gli Inestetismi della Pelle, 125 ml	Bio-Oil	€ 18,89	4882	€ 92.220	1	4,6	5167

I TOP 20 BESTSELLER SKINCARE PESANO IL 13,3% SULLA CATEGORIA BELLEZZA

SKINCARE MAIN CATEGORY: Drivers Pharma brands + Collistar

BESTSELLERS HAIRCARE ITALIA



Product Details	Brand	Price €	Sales	Revenue	Active Sellers #	Ratings	Review Count
Phyto Phytophanere Integratore Alimentare Naturale Fortificante per Capelli e Unghie, Dona Forza, Crescita e Volume, senza Siliconi, Confezione da 180 Capsule	Phyto	€ 26,48	5769	€ 152.763	17	4,4	5520
Olaplex N. 3 trattamento riparatore capelli perfector	OLAPLEX	€ 22,38	5565	€ 124.544	48	4,4	11924
ghd Bodyguard - Spray Protettore Termico	GHD	€ 22,00	4602	€ 101.244	32	4,4	13421
Toppik Fibre di cheratina per la costruzione dei capelli	Toppik	€ 22,39	3513	€ 78.656	4	4,2	50310
Kativa - Keratin Alisado Brasileño, Kit Stiratura Brasiliana - Professionale Lisciante Anti Crespo alla Cheratina, Senza Formaldeide e Solfati - con Shampoo, Balsamo e Maschera Trattamento	KATIVA	€ 15,30	4803	€ 73.485	11	4,1	3250

I TOP 20 BESTSELLER HAIRCARE PESANO IL 11,5% SULLA CATEGORIA BELLEZZA

HAIRCARE Drivers: Professional brands

BESTSELLERS MAKEUP ITALIA



Product Details	Brand	Price €	Sales	Revenue	Active Sellers #	Ratings	Review Count
Maybelline New York Correttore Liquido Il Cancella Età, con Bacche di Goji e Haloxyl, Copre Occhiaie e Piccole Rughe, 02 Nude, 6,8 ml	Maybelline	€ 9,20	6040	€ 55.568	16	4,5	81232
Siero Ciglia Allungante e Infoltisce OROLASH 3ML (3 mesi) Ideale Per Infoltimento Ciglia e Sopracciglia 100% NATURALE	BeSwiss	€ 39,00	1319	€ 51.441	1	4,4	516
Maybelline New York Mascara Ciglia Sensazionali Sky High, Volumizzante e Allungante, Definisce, incurva e moltiplica, Nero, 7,2 ml	Maybelline	€ 7,30	6546	€ 47.785	17	4,3	21737
Maybelline New York Rossetto Liquido Super Stay Vinyl Ink Nude Shock, Effetto Vinilico e Labbra Brillanti Fino a 16H, Formula Vegana, 115 Peppy, 4,2 ml	Maybelline	€ 9,80	4782	€ 46.863	2	4,4	9562
Maybelline New York Correttore Liquido Il Cancella Età, con Bacche di Goji e Haloxyl, Copre Occhiaie e Piccole Rughe, 01 Light, 6,8 ml	Maybelline	€ 7,19	6445	€ 46.339	18	4,5	22372

I TOP 20 BESTSELLER MAKEUP PESANO IL 6,6% SULLA CATEGORIA BELLEZZA

MAKE-UP Drivers: Mass brands - Maybelline No1, followed by Rimmel / Nyx / L'Oreal

BESTSELLERS FRAGRANCES ITALIA

Product Details	Brand	Price €	Sales	Revenue	Active Sellers #	Ratings	Review Count
Davidoff Cool Water Intense Man Eau De Parfum	Davidoff	€ 38,30	2633	€ 100.843	1	4,5	7071
Davidoff Cool Water Eau De Toilette	Davidoff	€ 33,60	2341	€ 78.657	1	4,5	27528
Calvin Klein Ck One Eau De Toilette	Calvin Klein	€ 19,00	3776	€ 71.744	1	4,6	26068
Armaf Club De Nuit Sillage, 105 ml	ARMAF	€ 59,49	899	€ 53.481	2	4,3	4366
Larus Pharma Cer'8 Cerotti Diffusori di Oli Essenziali Puri Micro Incapsulati di Citronella e Eucalyptus Citriodora - 25 g	Cer'8	€ 8,39	6171	€ 51.774	10	4,4	1632

I TOP 20 BESTSELLER FRAGRANCES PESANO IL 6,4% SULLA CATEGORIA BELLEZZA

FRAGRANCE Drivers: Prestige brands, main DAVIDOFF, followed by CK, Armaf (Biagiotti, HB, Azzaro)

SPAGNA





AMAZON ES
GLOBAL REVENUE

€4.962m

BEAUTY SHARE

3.2%

€158m

TOP 5 BEAUTY MPs

- 1. AMAZON.ES**
2. Primor.eu
3. Druni.es
4. Carrefour.es
5. Mercadona.es



BESTSELLERS BELLEZZA SPAGNA 🇪🇸

Product Details	Brand	Price €	Sales	Revenue	Active Sellers #	Ratings	Review Count
Olistic for WOMEN - 28 Ampollas de Tratamiento Anticaída Cabello para Mujer - Fortalece las Fibras Capilares y ayuda a prevenir la Caída de Pelo - Natural, Vegano, Sin gluten y GMO Free	OLISTIC	€ 48,00	4300	€ 206.400	7	4,2	494
Trofolastin - Crema Antiestrías, Previene y Reduce la Formación de Estrías - Embarazo, Adolescentes y deportistas - 250 ml	TROFOLASTIN	€ 21,04	8990	€ 189.150	14	4,6	3510
COLOR WOW - Spray sellador efecto natural Dream Coat, 200 ml	COLOR WOW	€ 24,99	5711	€ 142.717	3	3,9	58526
Olaplex Perfeccionador capilar tratamiento reparador n.º 3 100ml (Paquete de 1)	Olaplex	€ 18,95	7465	€ 141.461	24	4,3	12096
Perspirex® Perspirex Original Desodorante Antitranspirante Axilas Roll On para una protección y frescura anti sudor de hasta 5 días Reducción del sudor en 72 horas 20 ML	PERSPIREX	€ 11,90	10983	€ 130.697	20	4,5	4967

TOP 20 BESTSELLER > 15,3% DELLA CATEGORIA BELLEZZA
TOP 100 BESTSELLER > 37%: Peso SC 45% - HC 44% - MU 10% - FR 1%

BESTSELLERS SKINCARE SPAGNA

Product Details	Brand	Price €	Sales	Revenue	Active Sellers #	Ratings	Review Count
Trofolastin - Crema Antiestrías, Previene y Reduce la Formación de Estrías - Embarazo, Adolescentes y deportistas - 250 ml+	TROFOLASTIN	€ 21,04	8990	€ 189.150	14	4,6	3510
Australian Gold Intensifier Dry Acelerador del Bronceado, Sin crueldad, Medio tono, 237 ML	Australian Gold	€ 12,95	7823	€ 101.308	8	4,4	16925
60ml. BIO Sérum Facial con VITAMINA C, E y Ácido HIALURÓNICO - Suero Hidratante, Antiarrugas y Antimanchas para la Cara - Vegano/ORGANIC. Ideal Como Crema Antiedad para Contorno de Ojos y Dermalroller	Florence	€ 9,99	10071	€ 100.609	2	4,3	99341
Bio-Oil Aceite para el Cuidado de la Piel, Fresh, 200 Mililitross	Bio-Oil	€ 14,85	6225	€ 92.441	1	4,7	7311
Fotoprotector ISDIN Fusion Water Color SPF 50, Protector Solar Facial Uso Diario, Textura Ultraligera, 50ml	ISDIN	€ 19,75	4206	€ 83.069	42	4,5	4852

I TOP 20 BESTSELLER SKINCARE PESANO IL 10,5% SULLA CATEGORIA BELLEZZA

SKINCARE MAIN CATEGORY: Drivers Pharma and Mass Market brands

BESTSELLERS HAIRCARE SPAGNA

Product Details	Brand	Price €	Sales	Revenue	Active Sellers #	Ratings	Review Count
Olistic for WOMEN - 28 Ampollas de Tratamiento Anticaída Cabello para Mujer - Fortalece las Fibras Capilares y ayuda a prevenir la Caída de Pelo - Natural, Vegano, Sin gluten y GMO Free	OLISTIC	€ 48,00	4300	€ 206.400	7	4,2	494
COLOR WOW - Spray sellador efecto natural Dream Coat, 200 ml	COLOR WOW	€ 24,99	5711	€ 142.717	3	3,9	58526
Olaplex Perfeccionador capilar tratamiento reparador n.º 3 100ml (Paquete de 1)	Olaplex	€ 18,95	7465	€ 141.461	24	4,3	12096
Slick Gorilla Hair Styling Powder 20g Polvo de peinado	Slick Gorilla	€ 15,95	6776	€ 108.077	1	4,4	20575
Just For Men Control GX Champú Y Tinte de Pelo para Canas Hombre, Reduce Gradual Y Permanentemente El Cabello Gris en Cada Lavado, Con Aceite De Coco Y Aloe Vera, Para Todos Los Tonos, 118 ml	Just for men	€ 10,37	7580	€ 78.604	13	3,6	2361

I TOP 20 BESTSELLER HAIRCARE PESANO IL 11% SULLA CATEGORIA BELLEZZA

BESTSELLERS MAKEUP SPAGNA



Product Details	Brand	Price €	Sales	Revenue	Active Sellers #	Ratings	Review Count
Maybelline New York, Corrector de Ojeras, Bolsas e Imperfecciones, Con Bayas de Goji y Haloxyl, Tono: 01 Light, 6.8 ml	MAYBELLINE	€ 6,99	10219	€ 71.431	7	4,4	22446
Maybelline New York, Máscara de pestañas Volumen y Longitud, Lash Sensational Sky High, Black (Negro), 7,2 ml	MAYBELLINE	€ 8,68	8040	€ 69.787	11	4,1	28015
KIKILASH Sérum crece pestañas 3ml - Tratamiento Fortalecedor y Alargador para Pestañas y Cejas - Potenciador de Pestañas con Ingredientes Naturales	KIKILASH	€ 25,92	1823	€ 47.252	1	4,1	1773
Crema para Tatuajes - Bepanthol Tattoo con Pantenol - Hidrata - Repara la Piel Post Tattoo y Preserva la Belleza del Tatuaje - 30 g - Sin Conservantes y Sin Perfume	BEPANTHOL	€ 8,90	3685	€ 32.797	20	4,6	867
EvoEye pestañas Fórmula 3 ml - suero de crecimiento de las pestañas, 1er Pack (1 x 3 ml)	evoeye	€ 63,00	500	€ 31.500	4	4,2	1761

I TOP 20 BESTSELLER MAKEUP PESANO IL 4,0% SULLA CATEGORIA BELLEZZA

BESTSELLERS FRAGRANCES SPAGNA



Product Details	Brand	Price €	Sales	Revenue	Active Sellers #	Ratings	Review Count
Armaf Club De Nuit - Perfume intenso para hombre EDT, 105 ml	ARMAF	€ 54,97	919	€ 50.517	5	4,2	49993
DAVIDOFF Cool Water Eau de Toilette	Davidoff	€ 29,95	1569	€ 46.992	1	4,5	28301
PARFUMS SAPHIR - Perfect Man - Eau de Parfum - Hombre - 200 ml	PARFUMS SAPHIR	€ 12,95	3295	€ 42.670	15	4,3	3880
CALVIN KLEIN CK ONE Eau de Toilette	Calvin Klein	€ 24,95	894	€ 22.305	1	4,5	9698
PARFUMS SAPHIR - Perfect Woman - Eau de Parfum - Mujer - 200 ml	PARFUMS SAPHIR	€ 12,95	1677	€ 21.717	11	4,4	2547

I TOP 20 BESTSELLER FRAGRANCES PESANO IL 2,9% SULLA CATEGORIA BELLEZZA

FRANCIA 



AMAZON FR
GLOBAL REVENUE

€4.856m

BEAUTY SHARE

2.8%

€138m

TOP 5 BEAUTY MPs

1. Veepee.fr
2. Sephora.fr
3. Nocibe.fr
4. **AMAZON.FR**
5. Yves-rocher.fr



BESTSELLERS BELLEZZA FRANCIA

Product Details	Brand	Price €	Sales	Revenue	Active Sellers #	Ratings	Review Count
LUXÉOL - Pousse Croissance & Fortification - Complément Alimentaire - Roquette, Prêle Des Champs, Zinc, Cuivre, Sélénium, Vitamine B8 & B6 - Fabriqué En France - Programme Cheveux 3 Mois - 90 Gélules	Luxéol	€ 27,79	5704	€ 158.514	6	4,2	9742
PODERM - MYCOSE ONGLES TRAITEMENT 2en1 Aux plantes exceptionnelles puissantes purifiantes et réparatrices Soin professionnel pied/main Facile & rapide Swiss Made	PODERM	€ 23,99	4636	€ 111.217	5	4,1	6340
Color Wow Spray Brilliance Cheveux Dream Coat 200ml - Spray Anti Frisottis et Imperméabilisant - Spray Lissant Cheveux	COLOR WOW	€ 32,42	3013	€ 97.681	7	4	58574
PODERM - MYCOSE ONGLES - Vernis Couleur TEA TREE - Prévention & Traitement des Ongles Jaunes/Abîmés par MYCOSE - SOIGNE & COLORE - Formule Unique - Marque Suisse (Rouge Allure)	PODERM	€ 15,90	5297	€ 84.222	2	4,3	3166
Bi-Oil Huile de Soin Pour la Peau - Soin Spécialisé pour les Vergetures, Cicatrices, Peau Sèche et Teint Irrégulier - 1 x 125 ml	Bi-Oil	€ 17,80	4438	€ 78.996	1	4,6	7840

TOP 20 BESTSELLER > 12,3% DELLA CATEGORIA BELLEZZA

BESTSELLERS HAIRCARE FRANCIA

Product Details	Brand	Price €	Sales	Revenue	Active Sellers #	Ratings	Review Count
LUXÉOL - Pousse Croissance & Fortification - Complément Alimentaire - Roquette, Prêle Des Champs, Zinc, Cuivre, Sélénium, Vitamine B8 & B6 - Fabriqué En France - Programme Cheveux 3 Mois - 90 Gélules	Luxéol	€ 27,79	5673	€ 157.652	6	4,3	7485
Color Wow Spray Brillance Cheveux Dream Coat 200ml - Spray Anti Frisottis et Imperméabilisant - Spray Lissant Cheveux	COLOR WOW	€ 31,81	3130	€ 99.565	8	4	58589
L'Oréal Paris - Routine Capillaire Réparatrice pour Cheveux Abîmés et Sur-Sollicités - Pré-Shampooing Plus Shampooing Plus Démêlant - Complexe à l'Acide Citrique - Elseve Pro Bond Repair - 3 Produits	L'Oréal Paris	€ 24,45	2662	€ 65.085	3	4,1	482
Revlon Professional UniqOne, Masque en Spray Sans Rinçage (150 ml), Soin Cheveux Nourrissant et Réparateur, Formule Vegan, Tous Types de Cheveux, Classique Rouge	REVLON PROFESSIONAL	€ 12,95	4825	€ 62.483	4	4,6	42073
Forcapil Anti-chute - 2 mois + 1 mois offert - Complément alimentaire pour cheveux et ongles - Préviene la chute de cheveux - Cure de 3 mois	Arkopharma	€ 22,70	2607	€ 59.178	13	4,3	995

I TOP 20 BESTSELLER HAIRCARE PESANO IL 9,2% SULLA CATEGORIA BELLEZZA

BESTSELLERS SKINCARE FRANCIA

Product Details	Brand	Price €	Sales	Revenue	Active Sellers #	Ratings	Review Count
Cocosolis Choco Huile Bio à la Noix de Coco pour un Bronzage Naturel avec Six Huiles Naturelles, 110 ml	COCOSOLIS	34,88	2350	81.968	4	4,3	6450
Bi-Oil Huile de Soin Pour la Peau - Soin Spécialisé pour les Vergetures, Cicatrices, Peau Sèche et Teint Irrégulier - 1 x 125 ml	Bi-Oil	17,8	4397	78.266	1	4,6	7768
Oenobiol Perfect Bronze Autobronzant - Efficace Dès Le 1Er Mois Sans Soleil - Concentration De 5 Pigments 100% D'Origine Végétale - Complément Alimentaire 2X30 Capsules - Programme 2 Mois	Oenobiol	29,99	2408	72.215	5	4	88
CeraVe Baume Pot Pompe 454g Crème Hydratante Corps, Visage, Mains 48h à l'Acide Hyaluronique pour Peaux Très Sèches	CeraVe	17,89	3841	68.715	9	4,5	142925
OENOBIOL - Compléments Alimentaires - Préparateur Solaire - Peaux Sensibles - A base de Lycopène, Lutéine, Vitamine B2, Vitamine E et Sélénium - Programme 2 mois - 2 Boîtes de 30 Capsules	Oenobiol	22,9	2973	68.081	4	4,5	1343

I TOP 20 BESTSELLER SKINCARE PESANO IL 9% SULLA CATEGORIA BELLEZZA

BESTSELLERS MAKEUP FRANCIA

Product Details	Brand	Price €	Sales	Revenue	Active Sellers #	Ratings	Review Count
LASHCOCA!NE® Sérum professionnel pour des cils plus longs et fournis Sérum végétalien de Svenja Walberg pour la croissance des cils I Booster pour une extension rapide des cils	Svenja Walberg	€ 29,95	2907	€ 87.064	1	4,1	10982
Erborian CC Crème à la Centella Asiatica - Maquillage pour le Teint et Soin Illuminateur de Teint Haute Définition	Erborian	€ 15,90	4379	€ 69.626	8	4,5	10180
Maybelline New-York - Mascara Effet Extension de Cils - Longueur & Volume - Tenue 24H - The Falsies Surreal - Noir - 10 ml	Maybelline New York	€ 13,29	4236	€ 56.296	5	3,9	1045
Maybelline New York - Anti-cernes/Correcteur Fluide - Instant Anti-Age L'Effaceur - 02 Beige Nu - 6,8 ml Crème	Maybelline New York	€ 11,00	4631	€ 50.941	5	4,3	9620
L'Oréal Paris - Fond de Teint Fluide - Hydratation 24H - Formule à l'Acide Hyaluronique - Tous les Types de Peaux - Teinte : Beige Doré (3.D) - Accord Parfait - 30 ml	L'Oréal Paris	€ 12,25	4001	€ 49.012	8	4,5	9202

I TOP 20 BESTSELLER MAKEUP PESANO IL 6,9% SULLA CATEGORIA BELLEZZA

BESTSELLERS FRAGRANCES FRANCIA

Product Details	Brand	Price €	Sales	Revenue	Active Sellers #	Ratings	Review Count
Mauboussin - Pour Lui In Black 100ml - Eau de Parfum Homme - Senteur Boisée & Orientale	Mauboussin	€ 31,90	2003	€ 63.895	8	4,2	5055
Giorgio Beverly Hills - Eau de Toilette Vaporisateur pour Femme, Senteur Florale, Poudrée et Intense - Parfum de Luxe	GIORGIO BEVERLY HILLS	€ 29,49	1086	€ 32.026	10	4,5	2630
Elizabeth Arden 5th Avenue, Eau de Parfum Vaporisateur pour Femme, Senteur Florale et Fraîche, Parfum Immuable et Riche en Énergie	Elizabeth Arden	€ 28,95	847	€ 24.520	1	4,3	10682
Mauboussin - Elixir Pour Elle 100ml - Eau de Parfum Femme - Senteur Orientale & Gourmande	Mauboussin	€ 31,90	707	€ 22.553	6	4,3	2954
Cottage Eau de Toilette Folie de Monoï, 50 ml, Fabriqué en France	Cottage	€ 9,95	2154	€ 21.432	4	4,1	560

I TOP 20 BESTSELLER FRAGRANCES PESANO IL 3,5% SULLA CATEGORIA BELLEZZA

**REGNO
UNITO**





AMAZON UK
GLOBAL REVENUE

BEAUTY SHARE

2.9%

€412m

€14.257m

TOP 5 BEAUTY MPs

1. Boots.com
2. **AMAZON.CO.UK** 
3. Lookfantastic.com
4. Tesco.com
5. Superdrug.com

BESTSELLERS BELLEZZA UK

Product Details	Brand	Price €	Sales	Revenue	Active Sellers #	Ratings	Review Count
Regain for Men Extra Strength Scalp Foam 5% w/w Cutaneous Foam Minoxidil , 3 Month's Supply easy to use foam, 3 x 73ml	Regaine	€ 54,99	11133	€ 612.203	31	4,1	7581
COLOR WOW Dream Coat Supernatural Spray	COLOR WOW	€ 18,65	14877	€ 277.456	1	4,3	69206
Bio-Oil Skincare Oil - Improve the Appearance of Scars, Stretch Marks and Skin Tone - 1 x 125 ml	Bio-Oil	€ 14,70	16708	€ 245.607	1	4,7	45710
COSRX Advanced Snail 96 Mucin Power Essence 100ml Snail Secretion Filtrate 96% Skin Repair Serum CPNP Registered Korean Skin Care, Cruelty Free, Paraben Free	COSRX	€ 16,45	14481	€ 238.212	27	4,5	36058
BYROKKO Shine Brown Sunbed Tanning Accelerator (190 ml), Sunbed Cream Effective in Sunbeds & Outdoor Sun, Achieve a Natural Tan with Natural Ingredients	BYROKKO	€ 14,48	14392	€ 208.396	44	4,2	8670

TOP 20 BESTSELLER > 10,9% DELLA CATEGORIA BELLEZZA

BESTSELLERS HAIRCARE UK

Product Details	Brand	Price €	Sales	Revenue	Active Sellers #	Ratings	Review Count
Regain for Men Extra Strength Scalp Foam 5% w/w Cutaneous Foam Minoxidil , 3 Month's Supply easy to use foam, 3 x 73ml	Regaine	€ 54,99	11133	€ 612.203	31	4,1	7581
COLOR WOW Dream Coat Supernatural Spray	COLOR WOW	€ 18,65	14877	€ 277.456	1	4,3	69206
OLAPLEX Hair Perfector No.3 Repairing Treatment, 100ml	olaplex	€ 17,54	11465	€ 201.096	25	4,5	115472
K18 Leave-In Repair Hair Mask, 50ml	K18	€ 41,93	4555	€ 190.991	13	4,1	3476
OLAPLEX No.4 And 5 Bond Maintenance Shampoo And Conditioner	Olaplex	€ 42,00	4437	€ 186.354	24	4,6	5087

I TOP 20 BESTSELLER HAIRCARE PESANO IL 10,9% SULLA CATEGORIA BELLEZZA

BESTSELLERS SKINCARE UK

Product Details	Brand	Price €	Sales	Revenue	Active Sellers #	Ratings	Review Count
Bio-Oil Skincare Oil - Improve the Appearance of Scars, Stretch Marks and Skin Tone - 1 x 125 ml	Bio-Oil	€ 14,70	16708	€ 245.607	1	4,7	45710
COSRX Advanced Snail 96 Mucin Power Essence 100ml Snail Secretion Filtrate 96% Skin Repair Serum CPNP Registered Korean Skin Care, Cruelty Free, Paraben Free	COSRX	€ 16,45	14481	€ 238.212	27	4,5	36058
BYROKKO Shine Brown Sunbed Tanning Accelerator (190 ml), Sunbed Cream Effective in Sunbeds & Outdoor Sun, Achieve a Natural Tan with Natural Ingredients	BYROKKO	€ 14,48	14392	€ 208.396	44	4,2	8670
OLAPLEX Hair Perfector No.3 Repairing Treatment, 100ml	Olaplex	€ 17,54	11465	€ 201.096	25	4,5	115472
NYX Professional Makeup Micro Brow Pencil, Dual Ended with Mechanical Brow Pencil and Spoolie Brush, Pack of 2, Shade: Ash Brown	NYX PROFESSIONAL MAKEUP	€ 20,28	9681	€ 196.330	3	4,5	53371

I TOP 20 BESTSELLER SKINCARE PESANO IL 9,2% SULLA CATEGORIA BELLEZZA

BESTSELLERS MAKEUP UK

Product Details	Brand	Price €	Sales	Revenue	Active Sellers #	Ratings	Review Count
Estee Lauder Double Wear Stay In Place Makeup with SPF 10 Number 3N1, Ivory Beige 30 ml	Estee Lauder	€ 34,65	4124	€ 142.896	7	4,7	4599
Maybelline New York Lash Sensational Sky High Mascara, Volumising & Lengthening Mascara, Washable Flake-Free Formula Infused with Bamboo Extract & Fibres, 7 ml, Shade: 01, Black	Maybelline	€ 7,99	16841	€ 134.559	21	4,4	17712
L'Oreal Paris True Match Liquid 2R2C Vanille Rose	L'Oreal	€ 9,99	11827	€ 118.151	13	4,5	30154
Cluster Eyelash Extensions Kit, DIY Lashes Extension Kit with Lash Bond & Seal and Applicator, 144 Pcs 0.10mm 56D 9-15mm Mixed Wide-stem Cluster Lash, Individual Lashes Kit at Home	LYMYBETY	€ 16,99	5796	€ 98.474	1	4,1	533
Maybelline New York, Volume Mascara, Lash Sensational, Colour: Very Black, 9.4 ml	Maybelline	€ 6,67	14264	€ 95.140	28	4,5	40201

I TOP 20 BESTSELLER MAKEUP PESANO IL 4,8% SULLA CATEGORIA BELLEZZA

BESTSELLERS FRAGRANCES UK

Product Details	Brand	Price €	Sales	Revenue	Active Sellers #	Ratings	Review Count
ARMAF Club De Nuit Intense Eau de Toilette for Men, 105 ml	ARMAF	€ 26,66	8275	€ 220.611	8	4,4	42934
BOSS Bottled Night Eau de Toilette	Hugo Boss	€ 49,00	2868	€ 140.532	1	4,7	19559
1 Million by Paco Rabanne Eau De Toilette for Men, 100 ml, Gold	Paco Rabanne	€ 58,75	2346	€ 137.827	9	4,8	26912
DAVIDOFF Cool Water Man Eau de Toilette	Davidoff	€ 39,95	3261	€ 130.276	2	4,6	30783
Britney Spears Fantasy Eau de Parfum (100ml) Fruity & Feminine Scent, Luxury Fragrance for Women	Britney Spears	€ 20,00	5630	€ 112.600	34	4,7	12229

I TOP 20 BESTSELLER FRAGRANCES PESANO IL 5,8% SULLA CATEGORIA BELLEZZA

GERMANIA 



AMAZON DE
GLOBAL REVENUE

BEAUTY SHARE

2.7%

€432m

€15.927m

TOP 5 BEAUTY MPs

1. Docmorris.de
2. Douglas.de
3. Shop-apotheke.com
4. **AMAZON.DE**
5. Flaconi.de



BESTSELLERS BELLEZZA GERMANIA

Product Details	Brand	Price €	Sales	Revenue	Active Sellers #	Ratings	Review Count
Regaine Men's Foam 3 x 60 ml	Regaine	€ 68,25	8491	€ 579.510	6	4	5461
M.Asam Magic Finish, 30 ml	M. Asam	€ 26,99	10705	€ 288.927	5	4,3	13758
Sorion cream - also suitable for skin care in cases of psoriasis and eczema With coconut oil, Neem, Rubia Cordifolia, Turmeric and Wrightia tinctoria.	Sorion	€ 33,11	7984	€ 264.350	3	4,5	3042
DAVIDOFF Cool Water Man Eau de Toilette, Aromatic Fresh Fragrance for Men	Davidoff	€ 42,49	6038	€ 256.554	2	4,6	31968
Joop parant	JOOP!	€ 36,49	6333	€ 231.091	2	4,6	44719

TOP 20 BESTSELLER > 11,3% DELLA CATEGORIA BELLEZZA

BESTSELLERS SKINCARE GERMANIA

Product Details	Brand	Price €	Sales	Revenue	Active Sellers #	Ratings	Review Count
Sorion cream - also suitable for skin care in cases of psoriasis and eczema With coconut oil, Neem, Rubia Cordifolia, Turmeric and Wrightia tinctoria.	Sorion	€ 33,11	7984	€ 264.350	3	4,5	3042
Byrokko Shine Brown Premium Tan Acceleration Cream, 1 Can x 190 ml Sun Lounger and Outdoor Sun Use Tan Up, 100% Natural Ingredients Carrot Oil, Virgin Olive Oil, Walnut Oil and Cocoa Butter	BYROKKO	€ 19,99	9481	€ 189.525	3	4,2	8448
SUMMERSAVER Women's anti-wound rub stick, 25 g, long-lasting and effective protection against chafing, dermatologically tested, Summer Saver contains no aluminium, is PEG free, vegan and cruelty-free.	SUMMERSAVER	€ 16,95	10633	€ 180.229	2	4,4	2139
Paula's Choice Skin Perfecting 2% BHA Liquid Exfoliant 30 ml	PAULA'S CHOICE	€ 16,00	10314	€ 165.024	4	4,3	16383
COSRX Advanced Snail 96% Mucin Power Essence 100 ml Gesicht Serum Schneckenschleim Schnecken-Muzin-96-Power-Essenz Feuchtigkeitsserum für Gesicht & Haut Anti Pickel Acne Akne Treatment CPNP, Korean Skincare , Koreanische Hautpflege, ohne Tierquälerei, ohne Parabene, ohne Alkohol	COSRX	€ 21,14	6841	€ 144.618	9	4,5	36366

I TOP 20 BESTSELLER SKINCARE PESANO IL 6,9% SULLA CATEGORIA BELLEZZA

BESTSELLERS HAIRCARE GERMANIA

Product Details	Brand	Price €	Sales	Revenue	Active Sellers #	Ratings	Review Count
Regaine Men's Foam 3 x 60 ml	Regaine	€ 68,25	8491	€ 579.510	6	4	5461
Olaplex No. 3 Hair Perfector, 100 ml	Olaplex	€ 18,99	10279	€ 195.198	1	4,4	12136
Goldw. Elumen Colour Pure Red RR@all 200 ml	Goldwell	€ 19,00	7264	€ 138.016	7	4,7	13581
Olaplex No.7 Bonding Oil 30ml	Olaplex	€ 17,66	7111	€ 125.580	1	4,4	6410
Color Wow Dream Coat Anti-Frizz Spray for Super Smooth Hair, Heat Protection for Hair Lasts up to 3 Hair Washes, Shine Spray for Smooth Hair, 200 ml	COLOR WOW	€ 28,80	4100	€ 118.080	3	4,1	58507

I TOP 20 BESTSELLER HAIRCARE PESANO IL 7% SULLA CATEGORIA BELLEZZA

BESTSELLERS MAKEUP GERMANIA



Product Details	Brand	Price €	Sales	Revenue	Active Sellers #	Ratings	Review Count
M.Asam Magic Finish, 30 ml	M. Asam	€ 26,99	10705	€ 288.927	5	4,3	13758
RefectoCil® Lash & Brow Booster, Eyelash Eyebrow Care Applicator 6 ml	Refectocil	€ 45,90	3418	€ 156.886	5	4,2	3782
Browcocaine® Professional Eyebrow Serum Made with Love in Germany Svenja Walberg® Includes Stencils for Your Perfect Shape Browbooster Full and Thick Eyebrows	Svenja Walberg	€ 23,99	4617	€ 110.761	1	4,3	1463
Maybelline New York Black Mascara for Extremely Long Eyelashes, Lash Sensational Sky High Mascara, Very Black, 7.2 ml	MAYBELLINE	€ 9,05	10773	€ 97.495	15	4,4	18884
JEUXLORÉ Superlative Lash Serum & Eyebrow Serum – For Beautiful Eyelashes – 3 ml	JEUXLORÉ	€ 26,95	3094	€ 83.383	2	4	6376

I TOP 20 BESTSELLER MAKEUP PESANO IL 4,5% SULLA CATEGORIA BELLEZZA

BESTSELLERS FRAGRANCES GERMANIA



Product Details	Brand	Price €	Sales	Revenue	Active Sellers #	Ratings	Review Count
DAVIDOFF Cool Water Man Eau de Toilette, Aromatic Fresh Fragrance for Men	Davidoff	€ 42,49	6038	€ 256.554	2	4,6	31968
Joop parant	JOOP!	€ 36,49	6333	€ 231.091	2	4,6	44719
SULTAN OF STYLE Sweet Ocean Perfume Oil Men's Fresh & Sweet Fragrance 100% Alcohol Free Nourishing Essential Oils Gifts for Men	Sultan of Style	€ 39,90	5427	€ 216.537	1	3,8	1219
BOSS Bottled EDT	HUGO BOSS	€ 37,05	3826	€ 141.753	1	4,6	7530
Hugo Boss Men's Homme, Eau de Toilette 100 ml multicoloured	HUGO BOSS	€ 48,58	2826	€ 137.287	1	4,7	14118

I TOP 20 BESTSELLER FRAGRANCES PESANO IL 5,9% SULLA CATEGORIA BELLEZZA

USA 



AMAZON USA
GLOBAL REVENUE

BEAUTY SHARE

2.9%

€3.494m

€119.320m

TOP 5 BEAUTY MPs

1. Walmart.com
2. **AMAZON.COM**
3. Sephora.com
4. Ulta.com
5. Target.com



BESTSELLERS BELLEZZA USA

Product Details	Brand	Price €	Sales	Revenue	Active Sellers #	Ratings	Review Count
Nutrafol Women's Balance Hair Growth Supplements, Ages 45 and Up, Clinically Proven Hair Supplement for Visibly Thicker Hair and Scalp Coverage, Dermatologist Recommended - 1 Month Supply	Nutrafol	€ 87,75	34147	€ 2.996.399	4	4,3	6953
EltaMD UV Clear Face Sunscreen, SPF 46 Oil Free Sunscreen with Zinc Oxide, Protects and Calms Sensitive Skin and Acne-Prone Skin, Lightweight, Silky, Dermatologist Recommended, 1.7 oz Pump	Elta MD	€ 41,00	39354	€ 1.613.514	8	4,7	37341
Grande Cosmetics GrandeLASH-MD Lash Enhancing Serum	Grande Cosmetics	€ 36,00	35714	€ 1.285.704	1	4,3	42867
Olaplex No. 5 Bond Maintenance Conditioner	Olaplex	€ 30,00	35534	€ 1.066.020	1	4,6	75224
Color Wow Dream Coat Supernatural Spray – Multi award winning anti frizz spray keeps hair frizz free for days no matter the weather with moisture repellant anti humidity technology; glass hair results	ColorWow	€ 28,00	36307	€ 1.016.596	1	4,3	60348

TOP 20 BESTSELLER > 6,8% DELLA CATEGORIA BELLEZZA

BESTSELLERS SKINCARE USA

Product Details	Brand	Price €	Sales	Revenue	Active Sellers #	Ratings	Review Count
Supergoop! PLAY Everyday Lotion SPF 50-18 fl oz - Broad Spectrum Body & Face Sunscreen for Sensitive Skin - Great for Active Days - Fast Absorbing, Water & Sweat Resistant - Reef Friendly	Supergoop!	€ 68,00	27372	€ 1.861.296	1	4,7	6984
EltaMD UV Clear Face Sunscreen, SPF 46 Oil Free Sunscreen with Zinc Oxide, Protects and Calms Sensitive Skin and Acne-Prone Skin, Lightweight, Silky, Dermatologist Recommended, 1.7 oz Pump	Elta MD	€ 41,00	39354	€ 1.613.514	8	4,7	37341
EltaMD UV Clear Tinted Face Sunscreen, SPF 46 Oil Free Sunscreen with Zinc Oxide, Protects and Calms Sensitive Skin and Acne-Prone Skin, Lightweight, Tinted, Dermatologist Recommended, 1.7 oz Pump	Elta MD	€ 43,00	28092	€ 1.207.956	6	4,7	14810
Supergoop! Unseen Sunscreen - SPF 40-1.7 fl oz - Invisible, Broad Spectrum Face Sunscreen - Weightless, Scentless, and Oil Free - For All Skin Types and Skin Tones	Supergoop!	€ 38,00	30369	€ 1.154.022	3	4,7	13217
EltaMD UV Daily Tinted Sunscreen with Zinc Oxide, SPF 40 Face Sunscreen Moisturizer, Helps Hydrate Skin and Decrease Wrinkles, Lightweight Face Sunscreen, Absorbs Into Skin Quickly, 1.7 oz Pump	Elta MD	€ 38,00	29905	€ 1.136.390	5	4,6	18559

I TOP 20 BESTSELLER HAIRCARE PESANO IL 6,2% SULLA CATEGORIA BELLEZZA

BESTSELLERS HAIRCARE USA

Product Details	Brand	Price €	Sales	Revenue	Active Sellers #	Ratings	Review Count
Nutrafol Women's Balance Hair Growth Supplements, Ages 45 and Up, Clinically Proven Hair Supplement for Visibly Thicker Hair and Scalp Coverage, Dermatologist Recommended - 1 Month Supply	Nutrafol	€ 87,75	34147	€ 2.996.399	4	4,3	6953
Nutrafol Women's Hair Growth Supplements, Ages 18-44, Clinically Proven for Visibly Thicker and Stronger Hair, Dermatologist Recommended - 1 Month Supply	Nutrafol	€ 87,75	31353	€ 2.751.225	12	4,3	14873
Nutrafol Men's Hair Growth Supplements, Clinically Tested for Visibly Thicker Hair and Scalp Coverage, Dermatologist Recommended - 1 Month Supply	Nutrafol	€ 86,99	18757	€ 1.631.671	11	4,1	3462
Men's Rogaine 5% Minoxidil Foam for Hair Loss and Hair Regrowth, Topical Treatment for Thinning Hair, 3-Month Supply, 2.11 Ounce (Pack of 3)	Rogaine	€ 58,99	24364	€ 1.437.232	13	4,2	25390
Moroccanoil Treatment	Moroccanoil	€ 48,00	29532	€ 1.417.536	4	4,7	70846

I TOP 20 BESTSELLER HAIRCARE PESANO IL 7,9% SULLA CATEGORIA BELLEZZA

BESTSELLERS MAKEUP USA

Product Details	Brand	Price €	Sales	Revenue	Active Sellers #	Ratings	Review Count
Grande Cosmetics GrandeLASH-MD Lash Enhancing Serum	Grande Cosmetics	€ 36,00	35714	€ 1.285.704	1	4,3	42867
DRMTLGY Tinted Moisturizer with SPF 46. Universal Tint. All-In-One Face Sunscreen and Foundation with Broad Spectrum Protection Against UVA and UVB Rays. 1.7 oz	DRMTLGY	€ 27,95	33760	€ 943.592	3	4,2	18071
Bioderma - Sensibio - H2O Micellar Water - Makeup Remover Cleanser - Face Cleanser for Sensitive Skin	Bioderma	€ 18,99	31108	€ 590.740	1	4,7	42236
Julep Eyeshadow 101 Crème to Powder Waterproof Eyeshadow Stick, Champagne Shimmer	Julep	€ 16,00	35374	€ 565.984	6	4,3	37356
Anastasia Beverly Hills - Brow Wiz	Anastasia Beverly Hills	€ 25,00	21905	€ 547.625	3	4,7	22294

I TOP 20 BESTSELLER HAIRCARE PESANO IL 3,4% SULLA CATEGORIA BELLEZZA

BESTSELLERS FRAGRANCES USA

Product Details	Brand	Price €	Sales	Revenue	Active Sellers #	Ratings	Review Count
SOL DE JANEIRO Hair & Body Fragrance Mist 240mL/8.1 fl oz.	Sol de Janeiro	€ 38,00	33171	€ 1.260.498	2	4,5	1476
SOL DE JANEIRO Hair & Body Fragrance Mist 90mL/3.0 fl oz.	Sol de Janeiro	€ 24,00	30260	€ 726.240	1	4,6	5632
Acqua Di Gio By Giorgio Armani for Men, Eau De Toilette Spray 3.4 Fl Oz (Packaging may vary)	GIORGIO ARMANI	€ 57,82	12550	€ 725.641	21	4,7	13947
Cheirosa '68 Mist 90mL/3 fl oz	Sol de Janeiro	€ 24,00	29356	€ 704.544	1	4,4	2127
Nautica Voyage Eau De Toilette for Men - Fresh, Romantic, Fruity Scent - Woody, Aquatic Notes of Apple, Water Lotus, Cedarwood, and Musk - Ideal for Day Wear - 3.3 Fl Oz	Nautica	€ 18,83	28930	€ 544.751	54	4,6	98666

I TOP 20 BESTSELLER HAIRCARE PESANO IL 3,3% SULLA CATEGORIA BELLEZZA



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