

An online beauty product website based in Italy offering customers the ability to discover, choose, buy and explore beauty products and services.

Company Story

- Italy has the fourth largest beauty market in Europe yet the online beauty market is still quite early stage. ProfumeriaWeb was founded in Italy in 2013 to capitalise on this gap in the market by CEO Vincenzo Cioffi.
- ProfumeriaWeb offers an online beauty product website where customers can discover, choose, buy and explore beauty products and services.
- The company has now become the number one online pure player in the Italian beauty market with their website garnering over 800,000 visitors a month, as of May 2019.
- The company has a customer return rate of over 50% within 18 months of using the website and 90% of customer reviews are 5/5 stars.

Products and Services

- The company offers an online website for customers to buy beauty products from different brands.
- As of May 2019, ProfumeriaWeb had approximately 22,000 SKU's in their catalogue, with 3000 SKU's added in the previous 6 months.
- In 2018, ProfumeriaWeb offered customers a 30% lower average price compared to brick & mortar stores.
- ProfumeriaWeb also launched it's own white label brand called 'Cobea' in 2018.

Facts and Figures

- The world beauty market was worth over \$436b in 2018 with a 4.8% yearly market growth rate in the last five years.
- ProfumeriaWeb has seen a ten fold increase in revenues over the past five years and in 2018 saw 125,000 orders on it's website.
- In 2016 ProfumeriaWeb won the award for "Best Beauty and Wellness website" at the Netcomm Awards and in 2018, in a survey of 18,500 people by Statista on customer service, ProfumeriaWeb was voted top for customer service in the eCommerce beauty sector.

Next Steps

Fundraising information will be provided on the day to investors