

Davines bucks the trend on a decade of green growth

Posted on March 30, 2026 by Alina Trabattoni

Davines Group defied a turbulent global beauty market in late March 2026, reporting revenues of 306.7 million euro for 2025, up 6.4 percent year on year. The result extends more than a decade of unbroken organic growth for the Parma-based company behind the Davines haircare and Comfort Zone skincare brands, which has remained privately held since its founding in 1983. The group does not publish profitability figures.

“Impressive growth, which shows that sticking to the right principles pays off,” indipendent financial analyst Andrew Sentance told Italy Now.

The growth rests on a strategic choice that runs against the grain of the professional beauty industry. Where competitors have pivoted toward direct-to-consumer e-commerce, Davines has held firm to the professional salon channel. When US tariffs threatened to raise costs for salon partners, the group absorbed the impact rather than passing it on, protecting its 8,500 American salon accounts.

“We direct our consumers to hairdressers and salons,” Chairman Davide Bollati said. “It is a move that requires discipline and does not return visible or easily measurable results.”

The United States, the group’s largest single market, grew 9.8 percent in 2025. France expanded 10.2 percent, the United Kingdom 9.2 percent, and Italy, the home market, rose 4.2 percent.

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Gruppo Davines, Parma (*Credits: Davines*)

Spain and beyond

The group's most consequential recent move was the January 2026 launch of Davines España in Bilbao, a six million euro investment ending a 30-year distribution arrangement with Beovipel. The new subsidiary absorbed over 60 employees and took direct ownership of more than 1,500 salons and spas, with five training academies in Bilbao, Barcelona, Madrid, Elche, and Malaga passing to group control. Spain now sits alongside France as the second-largest European market after Italy.

A 50 million euro investment plan will expand the Davines Group Village campus in Parma, fund a new foundation for social and environmental causes, and add a university building to the site. The group has also replaced its long-standing "Sustainable Beauty" tagline with "For a Good Life," rooted in the Platonic concept of *kalokagathia* (the union of beauty and goodness). The shift, Bollati said, answers not what Davines does but why.

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