Cosmetic figures

April 2010

UNIPRO
Italian Association of cosmetic industries

The trend is upwards for the cosmetics market in Italy, despite negative growth in the professional channels.
Firms' turnovers suffer from sluggishness in foreign markets.

COSMETIC INDUSTRY SCENARIOS

The presentation of the data processed by the Unipro Study and Corporate Enterprise Centre on the occasion of the Cosmoprof Worldwide Bologna 2010 press conference on 23 March constitutes an important opportunity to take stock of how the industry is evolving in times of economic slow-down.

The fact that consumption is holding up, at a time when the propensity to buy of large groups of consumers is coming under severe pressure, confirms that cosmetics have become a firmly entrenched feature of Italians' everyday lives and habits.

Of all consumer goods, only the food sector has achieved a more positive trend than the 0.3% chalked up by cosmetics, whose turnover touched 9,107 million Euros in 2009.

On the production side, turnovers dropped by 2.5% as their value fell to 8,137 million Euros.

The reduction in exports is hitting hard: they were down by 9.8% to 2,080 million Euros in value. This fall-off does not mean that Italian firms have lost market shares, but is the result of severe sluggishness in foreign markets, which have been feeling the pinch of the world economic crisis more than Italy has.

It is significant to note that imports into Italy fell by 10%, confirming that Italy's own firms have recuperated an important share of their domestic market, whose contribution to their turnovers remained stable compared to the previous year.

Firms' efforts to cater for a market increasingly aware of quality and service continue unabated. The processes of the polarisation of consumption and the segmentation of the supply side are impacting significantly on the decisions made by an industry increasingly in tune with consumers' needs… for safety and reliability, among other things.

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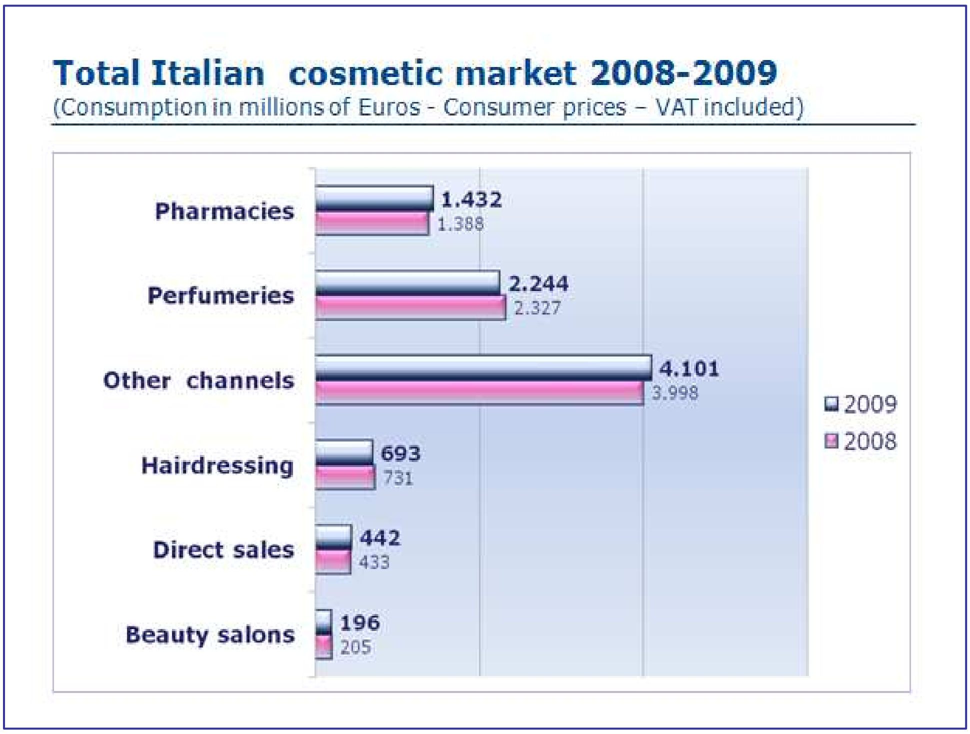
THE MARKET: CHANNELS



Cosmetics worth a total of 9,100 million Euros were consumed in Italy in 2009, up by 0.3% compared to the previous year.

The result is more than satisfactory if we consider the drastic effects on consumers' propensity to buy in the period after the world economic crisis hit in the autumn of 2008.

In the **pharmacy** channel, the trend in cosmetic consumption continued constantly, although it did slow down compared to the channel's performance a few years ago. In 2009, sales touched 1,431 million Euros, increasing at a rate of 3.2%.

The cosmetics that pass through this channel account for 15.7% of total sales, a share that is growing constantly, confirming the trust placed in it by consumers, who recognise that the pharmacy has higher levels of specialisation and customer care than other forms of distribution.

It is also interesting to monitor the phenomenon of the parapharmacies, which is still hard to quantify, but certainly plays a fundamental role in making the channel so successful.

Among the features characteristic of this channel is a tendency for the product mix to change, generating an increase in value while volumes remain constant.

The cosmetics sold through the **herbalist shop** channel also confirmed a positive trend, higher than the annual mean. With sales worth 330 million Euros and a growth rate of 4.9%, this channel gained further strength in the upper pricelist echelons, as consumers are increasingly determined to go for healthy and natural concepts.

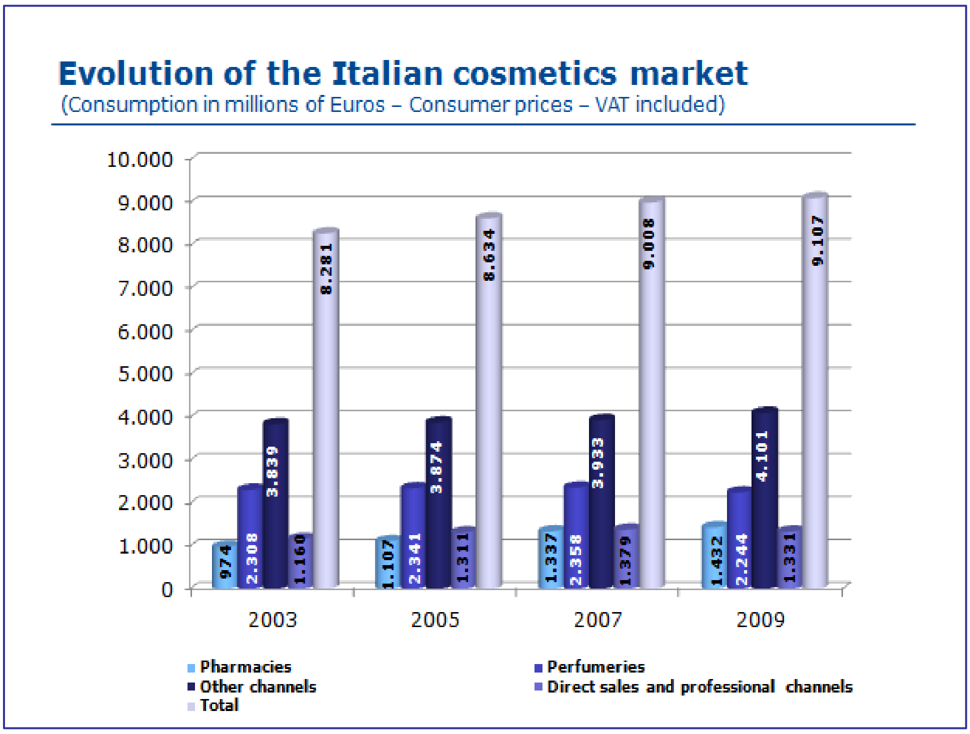
These two channels made up ground at the expense of the **perfume shop**, which ended a negative year with a contraction of 3.5% to a market value of 2,244 million Euros, although it still detains the highest share of consumption (25% of the market) after the mass market channel.

New product launches, the reduction of stocks and price controls are the phenomena that distinguished this channel in 2009, although they were not enough to stimulate a revival, primarily because of the critical situation of many independent points of sale.

In general, selective brands held their own in this channel, at the expense of mass brands.

Once again, the consumption of cosmetics in Italy was underpinned substantially by **organised mass distribution**, which chalked up sales for more than 4,100 million Euros in 2009, 2.6% more than in the previous year.

Controlling a 45% share of cosmetics consumption, the mass market benefited from the dynamics at work in the specialised points of sale, in a year hit hard by the economic situation, demonstrating that this recent model has a very modern ability to provide a more specific, complete service.



Taking a closer look at the category, the trend was more cautious in larger retail outlets, whose sales grew by 1% to a value of 2,264 million Euros.

Door-to-door sales also had an above-average increase, as the value of their 2009 sales exceeded 391 million Euros, bringing a rise of 4 percentage points.
New methods of supply combined with a specialisation in customer service to explain the success of a channel that now caters for more than 4% of total cosmetics consumption.

Balancing the picture is the drastic shrinkage in **mail order sales**, which lost ten percentage points, ending the year with a total value of 50.4 million Euros. This channel has probably suffered as its customers shift their buying preferences to Internet sales, currently still a marginal phenomenon, but evidently evolving.

There is no doubt that a greater impact was felt in 2009 from the reductions in cosmetics sales through the **professional channels**, worth a total value of 890 million Euros.
Consumption in **beauty salons** has been dropping steadily for a couple of years and was down by 4.5% in 2009 to a value of 196 million Euros. Apart from a fall-off in the number of appointments, this phenomenon is also influenced by a series of reorganisations in distribution that have evidently not been fully digested just yet.

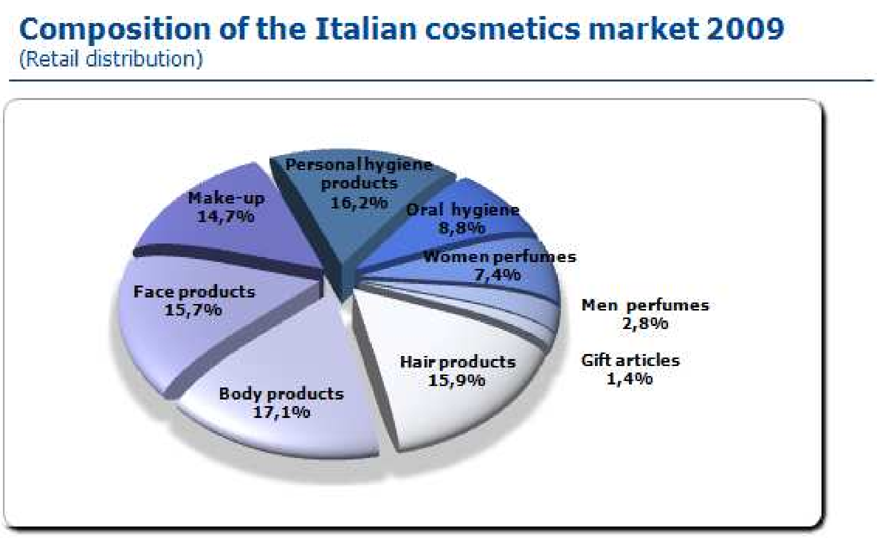
Something similar applies to **hairdressing salons**, whose drop of 5.1% to a value of 693 million Euros is impacted substantially by the reduction in average frequency of appointments, which naturally repeats itself in the number and value of receipts. The amount of cosmetics consumed in the salon fell in 2009, as did retail. Nevertheless, the channel proved itself capable of facing up to a sluggish period by launching segmentation strategies in both services and treatments, elements that will enable it to recover more quickly in due course.

While the evolution in **distribution channels** on the one hand stresses that consuming cosmetics has become a perceived elementary need that does not go away, even at a time of economic slowdown, on the other it confirms a series of well-consolidated trends.
The pharmacy is unquestionably the channel that has proved itself more capable than the others of adapting to consumers' changing buying choices, growing from the 1,050 million Euros of cosmetics sold in 2004 to today's 1,431 million, with an average annual increase of 4.1%.

But organised mass distribution – which has grown by an average of 1.2% per annum in the last five years – has also tackled the polarisation of consumption and the diversification of consumer types with versatility.

THE MARKET: PRODUCTS

The trend in the channels in 2009 now introduces a more detailed interpretation of **consumption by product**, traditionally developed by the Unipro Study and Corporate Enterprise Centre, which as of this year has further refined its techniques, acquiring its data from the research companies and cross-referencing them against its internal statistics.



Products	% 09/08	% on total consumptions
Men's products	0,7	28,4
Women's products	0,8	71,6

Body care products are the family that traditionally attracts the highest value of consumption. In 2009, it reached 1,267 million Euros, up by 1.8% over 2008.

Deodorants and antiperspirants put up a significant performance, sales were up by 4.1% to a value of nearly 400 million Euros, while **hair removers** were up by 6.8% to more than 73 million Euros.

Growth was also above average for **sunscreens and pigmenting products**, up by 3.0% to values verging on 360 million Euros.

The segment of **cellulite products** dropped by a substantial 9.1% to just over 100 million Euros, while **firming agents, specific zone and anti-ageing products for the body** fell by 3.8% to 55 million Euros.

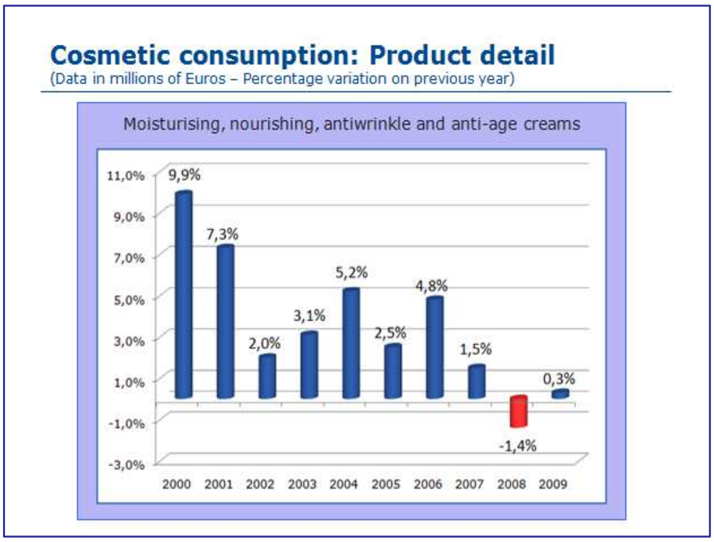
These figures confirm that change is afoot in the marketing mix and above all in certain supply-side options for more specific products.

Products for the face, slightly down by 0.3% to a total value of 1,170 million Euros, constitute the third largest family for specific weight.
Apart from **facial tissues**, whose value rose by 5.6% to 41 million Euros, and **anti-ageing and anti-wrinkle creams**, which were up by nearly a percentage point to a value of more than 450 million Euros, there was a degree of shrinkage in the other segments, notably in **products for the periocular area and specific zones**, which were down by 3.2% to 127 million Euros in 2009.

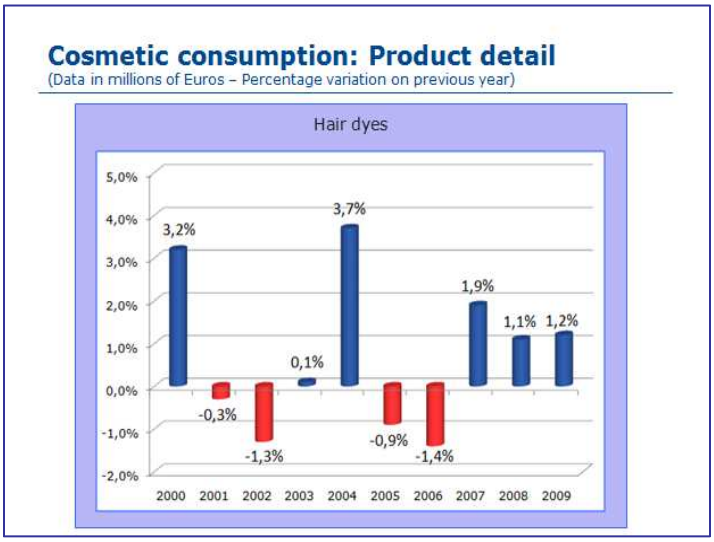
Moving on now to the second-placed family of products sold on the cosmetics market, that of **products for haircare and the scalp** was up by 0.6% to a value of 1.181 million Euros. The phenomenon is certainly linked to the reduction in sales through the professional channels.
Selling for more than 490 million Euros and up by 1.7%, **shampoos** obviously impacted the category significantly, as did **post-shampoo treatments, balsams and masks**, worth 155 million Euros and up by 1.8%.
On the downside, there was a drop in sales of **fixers and structuring mousses** and **gels, waters and gums**, whose volume of 124 million Euros was down by 3.9%.
Body hygiene products followed the general trend, increasing by 1.8% to a market value of nearly 1,070 million Euros.
Liquid soaps, achieved a significant upswing, increasing by 4.2% to more than 153 million Euros, while **intimate hygiene products** were up by 4% to nearly 265 million Euros.

The special attention paid by firms, as they respond to market evolution with a constant commitment to research and innovation, has certainly driven growth in certain items at a time when the expansion of the marketing mix and supply segmentation are very characteristic features.
This is the case of sales of **toothpastes**, the largest family in value terms, at 497 million Euros, up by 0.7%, confirming that a mature product can also benefit in times of crisis from both promotional drives and evolutions in formulation.

It is also worth mentioning those products that achieved higher-than-average growth in 2009: **products for the hands**, up to 191.2 million Euros, with an increase of 6.9% that was a striking 10.4% in the pharmacy channel; **eye liners and pencils**, up by 4.9% to a value of just under 74 million Euros; **mouthwashes and breath-fresheners**, up by 6.8% to a market value of nearly 160 million Euros and, lastly, **gift packs for men**, up by a healthy 7 percentage points to a value of 47 million Euros.



A closer study of developments over the years in two important families – **dyes** and **moisturising, nutrient, anti-ageing and anti-wrinkle creams** – throws light on some of the characteristics of cosmetics consumption, although their percentages have varied with rather different dynamics in the last ten years.



In particular, for two families that have undergone important changes in their marketing mixes, it has been found that consumers do not determine the greater or lesser maturity of their segments, but make choices in line with the evolution of both formulations and promotions.

Once again in 2009, average consumers did not dispense with their cosmetics, but if anything were constantly in search of increasingly specific and customised product configurations within the various channels: a sign of vitality that ought to guarantee even better results once the economic pressures influencing their propensity to buy are alleviated.

THE ITALIAN COSMETICS INDUSTRY'S TURNOVER

There was a fall (of 2.5%) in the **value of production in 2009**, as **total turnover** dropped to 8,137 million Euros.

While the influence of the **domestic market**, up by 0.3%, was negligible, what hit Italy's manufacturers hardest was the drastic drop in exports: foreign sales fell by 9.8% to a value of approximately 2,080 million Euros.

The domestic market suffered from the negative influence of the trend in the **professional channels**, down by 5 percentage points to a sell-in value of just over 745 million Euros: this confirms the reduction in attendance at hairdressing and beauty salons, which suffered more than others from the economic crisis unleashed in the autumn of 2008.

Industry evolution

(Value in millions of Euro)

	2008	2009	% 09/08
Italian market turnover	6.037,6	6.057,8	0,3
Traditional channels	*5.253,1*	*5.312,3*	*1,1*
Professional channels	*784,5*	*745,5*	*-5,0*
Export	2.305,3	2.079,4(*)	-9,8
Total turnover of cosmetic industry	8.342,9	8.137,2	-2,5

(*) Estimated on Istat data

Meanwhile, turnovers were up for firms that invested in the **traditional channels**, which grew by 1.1% to a value of more than 5,300 million Euros.

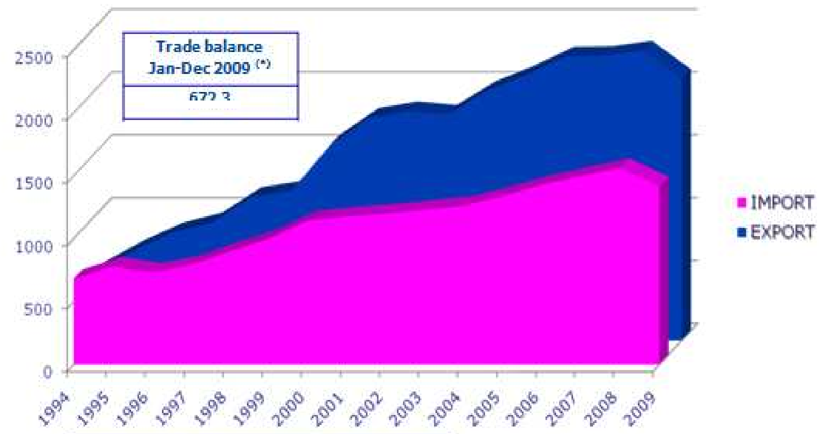
Organised mass distribution, perfume shops and above all herbalist shops and pharmacies have proved themselves capable of responding to consumers' changing attitudes at a time when consumption has been falling off significantly.

That fall-off has been more evident on international markets, in some cases triggering drastically negative trends.

That explains the collapse of Italian firm's exports, although it has not been accompanied by any contraction in their market shares.

Cosmetics trade balance

(Data in millions of euro)



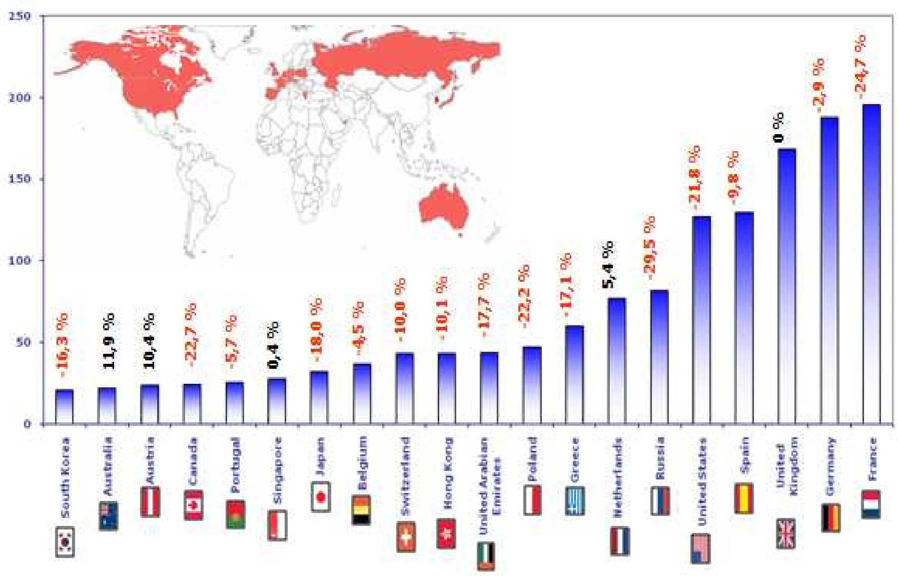
	Jan-Dec 2008	Jan-Dec 2009
Import	1.563,5	1.407,0*
Export	2.305,3	2.079,3*

(*) Estimated on Istat data

It is worth noting, among other things, that Italy's imports fell by more than 11 percentage points: this means that Italian firms recuperated substantial areas of the market in Italy, demonstrating the versatility that has been a hallmark of the Italian supply side for some time.

Italian cosmetics industry exports Top 20 destination

(Data in millions Euros – Updated November 2009)



Further encouragement comes from the 2009 **balance of trade**, which marked up a healthy surplus of more than 670 million Euros.

One effect of the contraction in international markets is that the **export to production ratio** dropped to 25.5%, a percentage that can be considered to be low for an industry whose capacity for service and quality of range are widely acknowledged. When world consumption picks up again, as expected, there will be ample opportunity for these capacities to be exploited.

An interpretation of Italian cosmetics export data by destination confirms these conditions: of all the top ten markets for Italian products, the only ones without a minus sign are the United Kingdom and the Netherlands; if we then look at the top twenty, we can also add Singapore, Austria and Australia, although the volumes are very marginal.

The contractions that hit hardest were in areas like France (-24.7%), the United States (-21.8%) and Russia (-29.5%), traditional outlet markets for Italian cosmetics exports where there is inevitable expectation of revival in the next few years.

ANNEX

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Italian Association of Cosmetic Industries

MARCH 2010

CONSUMPTION 2009

(Current prices, V.A.T. included, Millions of Euros)

		CHEMISTS	PERFUMERIES	OTHER CHANNELS	*of which MASS DISTRIBUTION*	TOTAL	% 09/08
1.	**HAIR PRODUCTS**	**146,25**	**97,73**	**937,40**	***558,05***	**1.181,38**	**0,6%**
a)	Shampoos	76,51	16,67	400,68	*236,25*	493,86	1,7%
b)	Lotions and phials	48,66	2,38	17,72	*10,12*	68,76	-2,1%
c)	Hair dyes and coloured foams	11,36	46,44	192,42	*108,14*	250,22	1,2%
d)	Hair sprays	0,52	7,78	80,82	*44,29*	89,12	-0,9%
e)	Conditioning and hair masks	8,42	12,69	134,13	*90,97*	155,24	1,8%
f)	Setting lotions and fixing mousses	0,15	4,44	41,81	*22,99*	46,40	-3,9%
g)	Gels, wet and setting gels	0,63	7,33	69,82	*45,29*	77,78	-3,5%
2.	**FACE PRODUCTS**	**394,13**	**440,75**	**334,70**	***224,17***	**1.169,58**	**-0,3%**
a)	Detergents and face make-up removers	35,37	39,82	56,24	*35,95*	131,43	0,4%
b)	Cleansing wipes	1,81	4,66	34,66	*21,77*	41,13	5,6%
c)	Tonic lotions	4,35	19,66	15,34	*12,67*	39,35	-3,6%
d)	Contour eye cream	35,16	73,58	18,23	*14,06*	126,97	-3,2%
e)	Moisturising and nourishing creams	110,27	67,08	95,84	*59,56*	273,19	-0,7%
f)	Anti-age and anti-wrinkle creams	145,48	209,31	96,52	*70,83*	451,31	0,9%
g)	Beauty masks	9,46	18,38	11,68	*5,45*	39,52	-4,4%
h)	Products for skin impurities	40,38	8,26	4,00	*2,28*	52,64	-1,0%
i)	Depigmenter	11,85	-	2,19	*1,60*	14,04	-4,4%
3.	**FACE MAKE-UP PREPARATIONS**	**38,42**	**195,88**	**87,58**	***29,56***	**321,88**	**-0,4%**
a)	Foundations and coloured creams	20,18	110,18	52,01	*16,08*	182,37	0,4%
b)	Face powders	3,47	17,05	11,54	*4,42*	32,06	-3,2%
c)	Blushers	14,77	68,65	24,03	*9,06*	107,45	-0,9%
4.	**MAKE-UP TROUSSES**	**0,02**	**39,64**	**13,85**	***2,57***	**53,51**	**-10,1%**
5.	**EYE PRODUCTS**	**12,96**	**157,10**	**88,30**	***31,77***	**258,36**	**1,6%**
a)	Eye shadows	3,05	32,86	17,76	*4,18*	53,67	-0,9%
b)	Mascara	5,98	75,55	49,36	*18,88*	130,89	0,8%
c)	Eye-liners and eye-pencils	3,93	48,69	21,18	*8,71*	73,80	4,9%
6.	**LIP PRODUCTS**	**40,03**	**101,89**	**121,29**	***41,12***	**263,21**	**1,0%**
a)	Lipsticks	8,13	84,09	74,96	*18,12*	167,18	-1,1%
b)	Lip-glosses and lip-pencils	0,94	17,01	10,22	*1,77*	28,17	-4,2%
c)	Protective products, colourless bases	30,96	0,79	36,11	*21,23*	67,86	9,3%
7.	**HAND CARE PRODUCTS**	**30,18**	**45,14**	**115,88**	***51,62***	**191,20**	**6,9%**
a)	Creams, gels, lotions	24,17	7,58	46,31	*25,44*	78,06	-0,6%
b)	Nail lacquers	4,25	33,79	47,90	*17,33*	85,94	13,0%
c)	Nail removers and others	1,76	3,77	21,67	*8,85*	27,20	12,1%
8.	**BODY PRODUCTS**	**347,83**	**190,33**	**728,96**	***404,33***	**1.267,12**	**1,8%**
a)	Softening creams	74,26	40,65	74,20	*41,27*	189,11	1,0%
b)	All purpose creams	17,11	2,36	42,32	*22,63*	61,79	2,3%
c)	Body waters and oils	14,81	10,56	5,36	*3,77*	30,73	0,7%
d)	Products for cellulite	58,27	16,18	27,40	*16,92*	101,85	-9,1%
e)	Firming, specific area and body anti-aging products	28,53	10,87	16,16	*11,22*	55,56	-3,8%
f)	Deodorants and anti-perspirants	44,37	30,08	320,02	*194,89*	394,47	4,1%
g)	Depilatories	2,98	4,65	66,02	*43,03*	73,65	6,8%
h)	Sun-protection and sun tanning prod.	107,50	74,98	177,48	*70,60*	359,96	3,0%

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		CHEMISTS	PERFUMERIES	OTHER CHANNELS	*of which MASS DISTRIBUTION*	TOTAL	% 09/08
9.	**PERSONAL HYGIENE PRODUCTS**	**219,12**	**63,34**	**785,71**	***466,22***	**1.068,17**	**1,8%**
a)	Soaps and syndets	34,91	3,87	80,13	*46,24*	118,91	0,9%
b)	Liquid soaps	11,30	2,04	140,38	*88,70*	153,72	4,2%
c)	Bath and shower products, salts, oils	36,95	50,37	371,92	*222,92*	459,24	0,4%
d)	Talcum and other powders for pers. hygiene	7,04	3,22	23,10	*12,05*	33,36	0,4%
e)	Feet hygiene products	18,33	1,09	19,16	*15,11*	38,58	-0,8%
f)	Intimate hygiene products	110,59	2,75	151,02	*81,20*	264,36	4,0%
10.	**ORAL HYGIENE PRODUCTS**	**113,44**	**4,40**	**537,92**	***307,58***	**655,76**	**2,1%**
a)	Toothpastes	48,43	4,01	444,52	*249,68*	496,96	0,7%
b)	Mouthwashes and breath deodorants	65,01	0,39	93,40	*57,90*	158,80	6,8%
11.	**BABIES PRODUCTS**	**76,16**	**4,93**	**51,18**	***31,64***	**132,27**	**2,9%**
12.	**MAN'S PREPARATIONS**	**9,91**	**54,50**	**147,16**	***78,32***	**211,57**	**-1,6%**
a)	Shaving soaps	2,93	7,76	79,82	*41,57*	90,51	-1,7%
b)	Aftershave lotions	3,38	14,58	52,59	*27,27*	70,55	-3,5%
c)	Cream lotions	3,60	32,16	14,75	*9,48*	50,51	1,2%
13.	**ALCOHOLIC PERFUMERY**	**3,09**	**754,98**	**139,40**	***33,01***	**897,47**	**-1,1%**
a)	Toilet waters and perfumes for woman	2,54	478,32	68,50	*16,19*	549,36	-0,5%
b)	Toilet waters and perfumes for man	0,55	276,66	70,90	*16,82*	348,11	-2,1%
14.	**GIFT ARTICLES**	**-**	**93,58**	**11,33**	***4,61***	**104,91**	**4,7%**
a)	Gift articles for woman	-	53,50	4,73	*1,99*	58,23	2,8%
b)	Gift articles for man	-	40,08	6,60	*2,62*	46,68	7,0%
	TOTAL	**1.431,54**	**2.244,19**	**4.100,66**	***2.264,57***	**7.776,39**	**0,8%**

		TOTAL	% 09/08
15.	**DOOR TO DOOR SALES**	**391,77**	**4,0%**
16.	**MAIL ORDER SELLING**	**50,40**	**-10,0%**
17.	**BEAUTY SALONS-BEAUTICIANS SALES**	**195,97**	**-4,5%**
18.	**HAIRDRESSING**	**693,24**	**-5,1%**
	TOTAL CONSUMPTION	**9.107,77**	**0,3%**

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MARCH 2010

TURNOVER
(Millions of Euros)

	2008	2009	%
Italian Market Turnover	**6.037,6**	**6.057,8**	**0,3**
Traditional Channels	***5.253,1***	***5.312,3***	***1,1***
Chemists	770,8	795,3	3,2
Perfumeries	1.292,6	1.246,8	-3,5
Mass Distribution and Other Channels (*)	2.757,0	2.828,0	2,6
Dooor to Door Sales and Mail Order Selling	432,7	442,2	2,2
Professional Channels:	***784,5***	***745,5***	***-5,0***
Beauticians Sales	146,5	140,0	-4,5
Hairdressing	638,0	605,5	-5,1
Export	**2.305,3**	**2.079,4(**)**	**-9,8**
Total Turnover of Cosmetic Industry	**8.342,9**	**8.137,2**	**-2,5**

(*) Including herbalist shops with a 2008 turnover of 164,5 millions of euro and al 2009 turnover of 172,6 millions of euro, with an increase of 4,9%.

(**) 12 months estimated.

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IMPORT - EXPORT OF FINISHED AND SEMIFINISHED

PERFUMERY, COSMETIC AND HYGIENE PRODUCTS

IMPORT	QUANTITY (tons)			VALUE (€uro/thousands)		
	JANUARY-NOVEMBER			JANUARY-NOVEMBER		
	2008	2009	var %	2008	2009	var %
Shampoos	32.879,8	37.485,5	14,0%	67.828,6	72.682,1	7,2%
Hair preparations	250,9	238,8	-4,8%	1.425,4	1.542,5	8,2%
Hair spray	1.943,8	1.915,7	-1,4%	6.390,0	7.216,8	12,9%
Hair lotions	1.445,5	1.746,7	20,8%	7.723,4	8.609,9	11,5%
Other hair products	30.733,5	29.438,6	-4,2%	136.726,9	115.014,3	-15,9%
Face powders	610,3	748,4	22,6%	19.524,0	17.696,5	-9,4%
Creams and other products	38.054,3	34.875,6	-8,4%	498.983,8	434.009,5	-13,0%
Lips make-up products	977,3	986,7	1,0%	39.148,1	39.193,3	0,1%
Eyes make-up products	1.364,9	1.154,6	-15,4%	50.021,2	46.221,0	-7,6%
Nail products	2.165,3	2.469,3	14,0%	25.777,7	30.635,0	18,8%
Soaps	23.699,9	18.758,0	-20,9%	44.280,3	33.971,8	-23,3%
Bath products	23.712,5	14.894,5	-37,2%	44.443,6	28.087,6	-36,8%
Deodorants	6.231,4	8.222,0	31,9%	46.929,4	48.035,8	2,4%
Toothpastes	27.810,5	23.644,2	-15,0%	83.307,9	71.585,4	-14,1%
Other oral hygiene products	8.535,6	6.789,8	-20,5%	30.461,2	28.818,0	-5,4%
Shaving products	4.950,5	4.302,8	-13,1%	23.439,3	21.335,2	-9,0%
Perfumes and eaux de parfum	5.268,5	4.681,0	-11,2%	95.129,9	76.797,5	-19,3%
Toilet water and eaux de cologne	7.007,9	6.330,4	-9,7%	209.182,1	176.376,1	-15,7%
Other cosmetic and perfumery products	7.487,7	6.952,7	-7,1%	44.293,2	40.986,8	-7,5%
TOTAL IMPORT	**225.130,1**	**205.635,3**	**-8,7%**	**1.475.016,0**	**1.298.815,1**	**-11,9%**

UNIPRO
Italian Association of Cosmetic Industries

IMPORT - EXPORT OF FINISHED AND SEMIFINISHED
PERFUMERY, COSMETIC AND HYGIENE PRODUCTS

EXPORT	QUANTITY (tons)			VALUE (€uro/thousands)		
	JANUARY-NOVEMBER			JANUARY-NOVEMBER		
	2008	2009	var %	2008	2009	var %
Shampoos	45.545,2	46.075,6	1,2%	90.699,9	85.683,0	-5,5%
Hair preparations	1.626,9	1.805,8	11,0%	6.933,5	7.315,2	5,5%
Hair spray	7.998,3	6.157,0	-23,0%	21.133,8	16.465,4	-22,1%
Hair lotions	3.178,6	1.757,7	-44,7%	14.675,0	12.661,1	-13,7%
Other hair products	44.859,7	48.694,9	8,5%	233.608,9	239.135,2	2,4%
Face powders	3.971,6	3.723,1	-6,3%	109.146,0	82.305,3	-24,6%
Creams and other products	50.492,2	44.569,0	-11,7%	432.453,2	381.558,0	-11,8%
Lips make-up products	3.517,8	2.405,8	-31,6%	105.742,9	69.302,0	-34,5%
Eyes make-up products	3.472,4	3.172,9	-8,6%	141.194,0	128.082,3	-9,3%
Nail products	777,0	930,3	19,7%	8.861,5	11.749,7	32,6%
Soaps	67.303,8	57.426,9	-14,7%	114.063,2	92.283,8	-19,1%
Bath products	34.652,2	28.715,3	-17,1%	76.751,4	64.968,1	-15,4%
Deodorants	11.843,5	12.949,5	9,3%	63.371,9	70.917,1	11,9%
Toothpastes	3.076,1	2.719,5	-11,6%	12.918,5	12.633,1	-2,2%
Other oral hygiene products	12.407,3	34.631,1	179,1%	29.547,4	73.650,0	149,3%
Shaving products	11.303,3	12.337,2	9,1%	39.063,6	37.412,7	-4,2%
Perfumes and eaux de parfum	6.617,2	4.981,4	-24,7%	166.080,5	140.044,9	-15,7%
Toilet water and eaux de cologne	14.677,5	9.453,5	-35,6%	381.810,7	265.250,9	-30,5%
Other cosmetic and perfumery products	20.459,0	16.843,4	-17,7%	89.901,4	73.418,1	-18,3%
TOTAL EXPORT	**347.779,6**	**339.349,9**	**-2,4%**	**2.137.957,3**	**1.864.835,9**	**-12,8%**

Source: Unipro Economic and Statistical Research

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