

MARCH 2009
CONSUMPTION 2008

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

	CHEMISTS	PERFUMERIES	OTHER CHANNELS	<i>of which MASS DISTRIBUTION</i>	TOTAL	% 08/07
1. HAIR PRODUCTS	146,76	109,14	918,58	554,68	1.174,48	0,6%
a) Shampoos	75,30	18,66	391,67	232,76	485,63	1,2%
b) Lotions and phials	50,63	2,63	16,97	9,90	70,23	7,4%
c) Hair dyes and coloured foams	10,59	52,22	184,49	105,50	247,30	1,1%
d) Hair sprays	0,53	8,56	80,82	44,61	89,91	-1,7%
e) Conditioning and hair masks	8,96	13,82	129,72	90,34	152,50	-0,1%
f) Setting lotions and fixing mousses	0,15	5,20	42,93	24,10	48,28	0,6%
g) Gels, wet and setting gels	0,60	8,05	71,98	47,47	80,63	-5,1%
2. FACE PRODUCTS	375,49	469,96	325,71	222,23	1.171,16	-0,4%
a) Detergents and face make-up removers	33,91	41,90	55,08	36,02	130,89	1,3%
b) Cleansing wipes	2,00	4,73	32,21	20,69	38,94	4,9%
c) Tonic lotions	4,31	21,29	15,25	12,77	40,85	-3,8%
d) Contour eye cream	34,92	78,94	17,38	13,83	131,24	-2,5%
e) Moisturising and nourishing creams	105,72	73,81 (-)	95,55	59,98	275,08	-2,1%
f) Anti-age and anti-wrinkle creams	133,71	219,65	93,90	70,40	447,26	0,5%
g) Beauty masks	9,08	20,19	12,05	5,89	41,32	-1,2%
h) Products for skin impurities	39,44	9,45	4,29	2,65	53,18	-0,5%
i) Depigmenter	12,40	-	-	-	12,40	6,0%
3. FACE MAKE-UP PREPARATIONS	36,26	200,31	86,64	31,41	323,21	5,3%
a) Foundations and coloured creams	19,40	110,73	51,50	17,44	181,63	6,2%
b) Face powders	3,23	18,56	11,33	4,62	33,12	1,9%
c) Blushers	13,63	71,02	23,81	9,35	108,46	5,0%
4. MAKE-UP TROUSSES	-	45,62	13,85	2,57	59,47	1,5%
5. EYE PRODUCTS	11,70	158,93	83,69	30,89	254,32	5,1%
a) Eye shadows	2,85	34,50	16,79	4,07	54,14	-0,1%
b) Mascara	5,49	77,39	46,92	18,01	129,80	5,2%
c) Eye-liners and eye-pencils	3,36	47,04	19,98	8,81	70,38	9,4%
6. LIP PRODUCTS	36,10	104,86	119,64	41,74	260,60	-4,0%
a) Lipsticks	7,90	86,25	74,96	19,48	169,11	-4,5%
b) Lip-glosses and lip-pencils	0,90	17,76	10,74	1,97	29,40	-3,4%
c) Protective products, colourless bases	27,30	0,85	33,94	20,29	62,09	-3,1%
7. HAND CARE PRODUCTS	27,34	43,13	108,39	51,20	178,86	6,8%
a) Creams, gels, lotions	22,61	8,10	47,84	26,84	78,55	4,9%
b) Nail lacquers	3,32	31,00	41,73	16,55	76,05	9,3%
c) Nail removers and others	1,41	4,03	18,82	7,81	24,26	5,2%
8. BODY PRODUCTS	340,94	200,54	698,48	392,88	1.239,96	0,8%
a) Softening creams	70,19	42,75	74,35	41,82	187,29	0,7%
b) All purpose creams	16,14	2,46	41,78	22,57	60,38	-1,7%
c) Body waters and oils	13,98	11,34	-	-	25,32	5,1%
d) Products for cellulite	62,46	16,79	32,77	20,86	112,02	0,4%
e) Firming, specific area and body anti-aging products	28,78	11,16	17,79	13,07	57,73	-8,4%
f) Deodorants and anti-perspirants	41,12	32,00	305,65	187,21	378,77	1,6%
g) Depilatories	2,98	4,65	61,35	41,18	68,98	0,8%
h) Sun-protection and sun tanning prod.	105,29	79,39	164,79	66,17	349,47	1,8%

	CHEMISTS	PERFUMERIES	OTHER CHANNELS	of which MASS DISTRIBUTION	TOTAL	% 08/07
9. PERSONAL HYGIENE PRODUCTS	210,99	67,67	770,27	460,61	1.048,93	0,7%
a) Soaps and syndets	34,49	3,72	79,65	46,10	117,86	-2,3%
b) Liquid soaps	10,31	1,96	135,24	86,03	147,51	1,3%
c) Bath and shower products, salts, oils	34,12	54,62	368,60	223,14	457,34	0,8%
d) Talcum and other powders for pers. hygiene	7,11	3,33	22,81	11,85	33,25	-0,2%
e) Feet hygiene products	19,54	1,15	18,19	14,65	38,88	-3,8%
f) Intimate hygiene products	105,42	2,89	145,78	78,84	254,09	2,7%
10. ORAL HYGIENE PRODUCTS	116,21	4,40	521,40	300,39	642,01	3,0%
a) Toothpastes	50,08	4,01	439,25	248,69	493,34	1,1%
b) Mouthwashes and breath deodorants	66,13	0,39	82,15	51,70	148,67	9,9%
11. BABIES PRODUCTS	73,51	4,93	50,13	31,77	128,57	2,5%
12. MAN'S PREPARATIONS	9,77	57,84	147,48	78,76	215,09	-0,6%
a) Shaving soaps	2,61	8,21	81,29	42,55	92,11	0,3%
b) Aftershave lotions	3,58	15,68	53,82	28,06	73,08	-4,0%
c) Cream lotions	3,58	33,95	12,37	8,15	49,90	2,8%
13. ALCOHOLIC PERFUMERY	2,40	770,44	134,61	33,92	907,45	1,2%
a) Toilet waters and perfumes for woman	1,92	483,15	66,96	16,90	552,03	1,2%
b) Toilet waters and perfumes for man	0,48	287,29	67,65	17,02	355,42	1,2%
14. GIFT ARTICLES	-	88,91	11,33	4,61	100,24	2,0%
a) Gift articles for woman	-	51,90	4,73	1,99	56,63	0,5%
b) Gift articles for man	-	37,01	6,60	2,62	43,61	4,0%
TOTAL	1.387,47	2.326,68	3.990,20	2.237,66	7.704,35	1,1%
15. DOOR TO DOOR SALES					376,70	6,0%
16. MAIL ORDER SELLING					56,01	2,0%
17. BEAUTY SALONS- BEAUTICIANS SALES					205,16	-1,8%
18. HAIRDRESSING					730,46	-3,9%
TOTAL CONSUMPTION					9.072,68	0,8%

(-) Overrated data in the 2007