

MARCH 2010
CONSUMPTION 2009

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

	CHEMISTS	PERFUMERIES	OTHER CHANNELS	<i>of which MASS DISTRIBUTION</i>	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%

	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%
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%