Cosmetics by numbers

Going against the trend: despite the forceful tensions at work on the propensity to buy of substantial sectors of users, 2011 saw the cosmetics market growing yet again. Comforting signs came from the herbalist shop and pharmacy channels, while perfume shops were on the rebound and large specialised retailers helped the mass market hold its own. Meanwhile, difficulties assailed the professional channels, with a focus on hairdressing. The most significant boosts to the cosmetics industry's growth came from exports, however, which revived vigorously as a result of the competitive edge of Italian output. Consumers are increasingly unwilling to do without their cosmetics.

Cosmetics industry scenarios

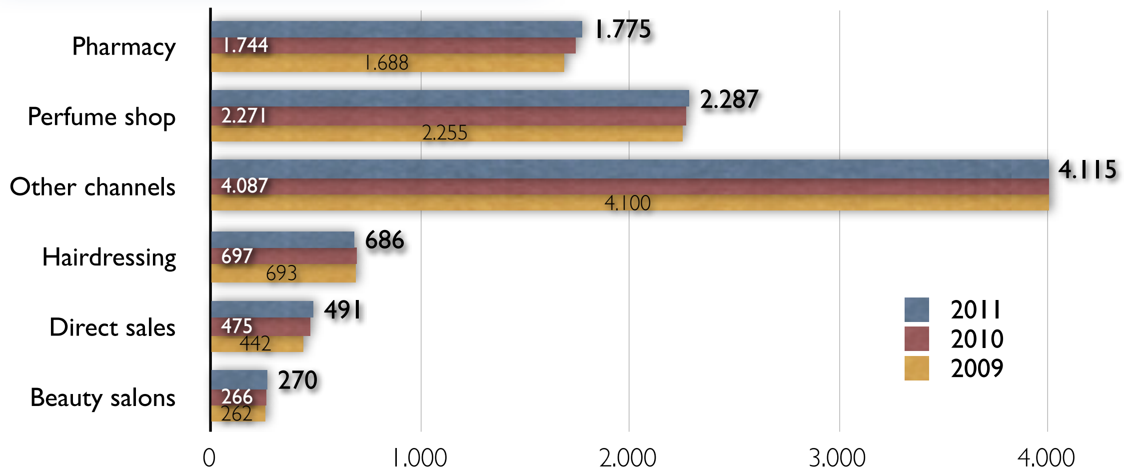
International uncertainty and the crises afflicting numerous economic areas impacted on markets in 2011. Italy was no exception: despite the government's end-of-year budgets, expectations of revival are still very guarded. Although 2012 may bring a turnaround, it will be arduous to return to the levels enjoyed in 2007, before the crisis hit. In this scenario, the Italian cosmetics market has confirmed its ability to go against the grain, scoring a growth rate of nearly one percentage point, to a value of somethinimmune to economic tensions.

Although they are ploughing their way through hard times, Italian firms kept pursuing their strategy of committing to research and innovation in 2011, repeating their propensity to devote more than the domestic average to industrial investments. As exports rose by 14% in 2011 to a value of 2,740 million Euros, the overall turnover of cosmetics Made in Italy touched on 9,000 million Euros, up by a vigorous 4.6% compared to 2010.

The market: channels

Preliminary figures for 2011 (the final data will only be available at the end of March) indicate that the value of cosmetics consumed in Italy exceeded 9,600 million Euros, increasing by nearly 1%. From 2007, the year when the international economic crises first started, to today, sales of cosmetics have not slackened off in Italy, confirming that they have become a constant in consumers' buying options.

- The market for cosmetic products -



- consumption in millions of Euros, retail prices, including VAT

In 2011, the **pharmacy** channel once again confirmed the positive trends experienced in recent years, although the rate seems to have decelerated somewhat. This channel accounted for nearly 1,800 million Euros, up by 1.8% over the previous year and accounting for nearly 19% of ahigher degree of specialisation and care for service than other retail outlets. Pharmacies confirm that they devote more attention than other sales channels to investing in cosmetic products and specialising their sales staff. As announced, among the data provided for this channel, this report incudes cosmetics sold in the parapharmacies, a phenomenon that has made its presence felt in this channel distribution in recent years, although the latest national budget laws may well impact on the dynamics of its development.

2011 once again confirmed the positive trend witnessed in recent years for cosmetics sold through the **herbalist stop** channel, which has remained consistently higher than the annual average. Selling goods worth nearly 380 million Euros, with an increase of 3.9% over 2010, this channel comes out of 2011 further strengthened in the upper ranges of price lists, as a result ingly.

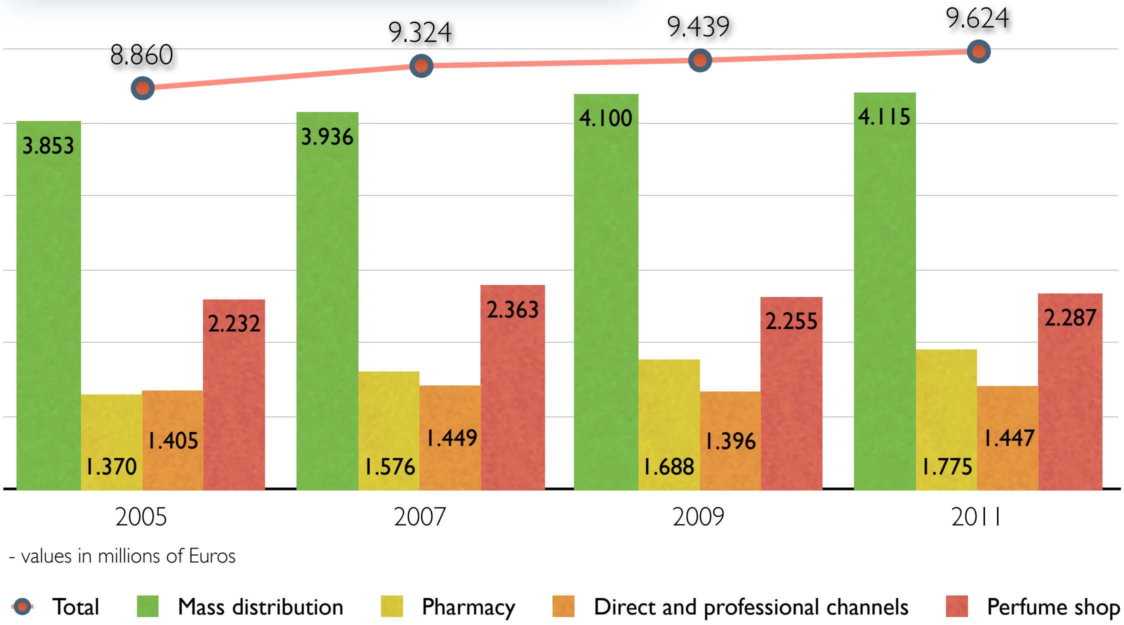
Following on periods of significant contractions and despite severe tensions in some kinds of retail outlets, the trend of consumption in **perfume shops** chalked up a decided revival of +0.7% in 2011, to a total sales value of 2,287 million Euros. As in previous financial years, these volumes were underwritten by price increases, which had certain repercussions on consumption and brought about a drop in the number of consumers. The channel is currently undergoing far-reaching transformation to tackle classes of consumers that can bure. Nevertheless, as this channel still accounts for a 23.8% share of the total buy, consumers rank it second by value to the mass market for total cosmetics sales.

New product launches, a reduction in stock levels and dynamic pricing policies are the phenomena that distinguished this channel in the course of 2011, but they were not sufficient to stimulate a stable revival, primarily because of the critical situation of so many independent points of sale.

Firms that deal with the **mass market** once again made significant investments in Euros in 2011 (including the value of goods sold in herbalist shops), as a result of an increase of 0.7%. The new phenomenon of the specialised mass market outlet, i.e. chains devoted to personal care and the home, impacted positively on the channel, within which the larger stores experienced a slower trend, actually dropping off by 1.2% to a value of 2,195 million Euros. Meanwhile, the dynamic impact of the new single-brand stores has been forceful in recent years.

Higher than average growth was also achieved by **door-to-door** sales, whose total value exceeded 428 million Euros in 2011, as a result of an increase of 3.6%. It is important to remember that one third of this channel consists of sales of make-up. The new approaches to supplying combine with more specialised customer service to explain the success of a channel that accounts for more than 4% of total domestic cosmetics consumption.

- Cosmetics consumption past to present -



Similarly, growth is in the air for **mail order** sales, up by 3.8% to a market value of 62.8 million Euros. Sales by e-commerce through the Internet (still a marginal phenomenon, but one that is evidently on the rise) seem to have influenced the preliminary estimates, which may turn out to be even rosier when the final figures are published.

Consumption of cosmetics picked up again in 2011 in the **professional channels**, which reached a total value of 956 million Euros. This revival in consumption has now been under way for a couple of years, especially in the **beauty salons**, up by 1.5% to a value of nearly 270 million Euros. Penalised by the unknown quantity of the impact of the economic crisis on frequency of appointments, the channel is still beset by certain pricing tensions and by the policies practised by certain important market players.

In the case of the hairdressing salons, which have suffered a 1.5% reduction to a total value of 686 million Euros, it is once again the reduction of average frequency of appointments that has evidently had a negative impact on the number and value of sales. When customers wait a little longer for the next appointment, there is a reduction of consumption, in terms both of the levels of cosmetics used in the salon and of retail, which has now reached its lowest levels in recent years; nevertheless, some salons have proved their ability to face up to this sluggish period, proposing segmentation strategies in both services and treatments.

While on the one hand the evolution at work in channels of distribution in this period of economic slow-down underscores the fact that consumers are not prepared to do without their cosmetics, on the other it confirms a series of trends that now appear to be well-established. Pharmacies and herbalist shops are unquestionably orth of cosmetics sold in 2005 to today value of 2,155 million, an average annual increase of 5%.

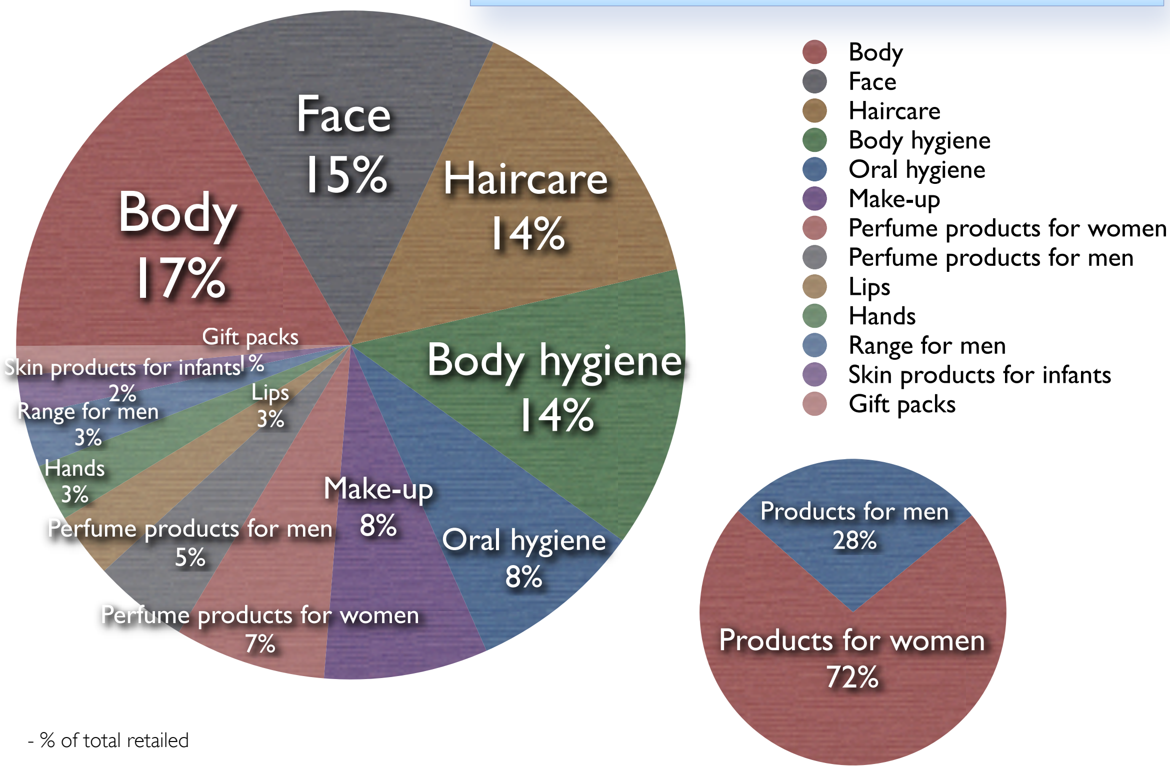
The Market: products

Although the information published here is still only preliminary, as has already been stated, it is possible to draw some tentative conclusions about consumption by product, a field that is traditionally subjected to closer review by the Unipro Study and Corporate Enterprise Centre, which has furthel statistics.

In 2011, products for body care were once again the family that developed the highest consumption value. Accounting for a total of 16.8% of all cosmetics sales, this family grew by 1.9% to reach a total of 1,376 million Euros. Within the family, a significant performance was put up by solar and pigmenting products, up by 3.9% to a total sales value of 386 million Euros, by firming agents, specific zone and anti-ageing products for the body, up by 1.7% to 60 million Euros, and by body waters and oils, up by 3.4% to a value of just over 30 million Euros. A negative impact comes from the contraction of anti-cellulite products, down by 2.1% to a value of nearly 124 million Euros.

Selling for a total of 1,245 million Euros and up by 1% over the previous year, **products for the face** constitute the second family by specific weight. **Moisturising and nutrient creams**, **toning lotions** and **masks and scrubs** were all down on the previous year, respectively by 0.6%, 1.1% and 1.6%. the opposite was the case of the other segments, such as **anti-ageing** and **anti-wrinkle creams** (now verging on 500 million Euros as they increased by 2.5%) and **facial tissues**, up by 1.6% to a value of more than 44 million Euros. Products devoted to the **periocular area and specific zones** held their own (up by 0.4%).

- Composition of the cosmetics market in 2011 -



- % of total retailed

In third place among the families of products in the cosmetics market we find **products for hair care** and the scalp, which contracted by 1% to a value of 1,173 million Euros. Selling for just over 500 million Euros, **shampoos** were down by 0.3%, impacting significantly on the entire category, as did **post-shampoo treatments**, **balsams and masks**, which sold for 150 million Euros and were down by 1.1%. Another drop, this time by 0.4%, was registered by **dyes** and **coloured mousses**, whose total sales were worth 249 million Euros in 2011.

Another positive performance came from **body hygiene products**, up by 1.5% to a total market value of nearly 1,110 million Euros. Significant growth was also registered by **liquid soaps** (up by 3.9%) and by **intimate hygiene products**, up by 2.1% to nearly 290 million Euros. Meanwhile, the increase in consumption of **products for foot hygiene** continued steadily, up by 6% to over 45 million Euros.

This analysis of individual products confirms the constant attention paid by manufacturers to evolutions in the market, in parallel with their commitment to research and innovation. This has certainly driven the growth of several items at a time when the expansion of the marketing mix, the segmentation of the supply and the polarisation of consumption are highly characteristic phenomena. Such is the case of the sales for **nail varnishes**, for example: up by 12.2% to a value of more than 112 million Euros, they confirm that a mature product can benefit from encouragement in the form of promotions or a new formula in times of crisis. Similarly, striking evidence that it is indeed possible to grow when the economy is ranked against you comes from the revival of **alcohol-based perfume products**, which grew by 1.6% over 2010 to touch 973 million Euros.

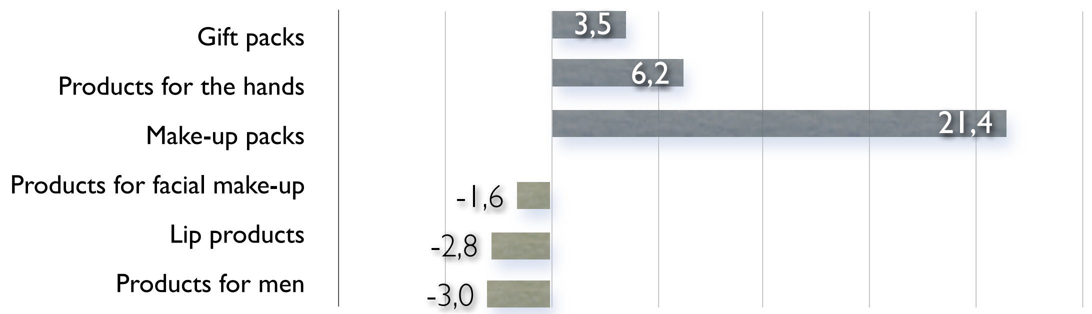
Additional products that registered above-average growth rates in 2011 were **mouthwashes and breath deodorants**, which increased by 2.6% (and in the mass market by as much as 4.3%) to a value verging on 173 million Euros; **depigmenting products**, up by 3.6% (by 4.4% in the pharmacies) and selling for a total of 17 million Euros; **solvents**, which increased by 9.4% to a market value of nearly 34 million Euros, and lastly **gift packs for women**, up by 4.7% to a value of more than 66 million Euros.

The market: *up & down*

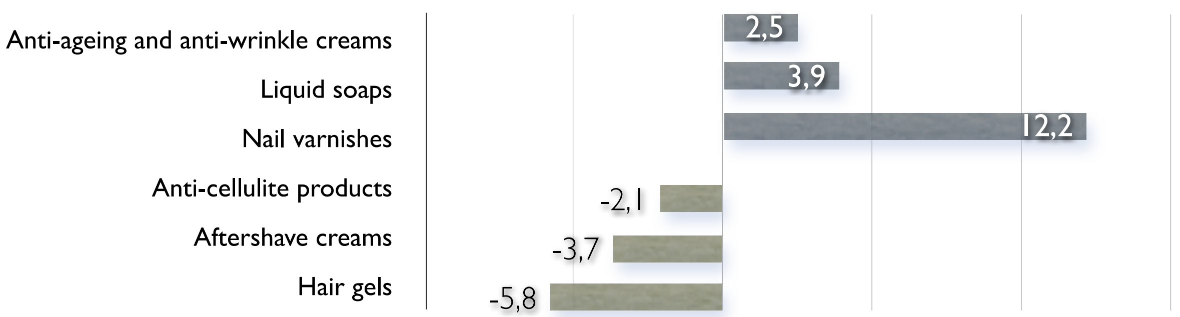
Pending the revision of the research companies' preliminary figures and the publication of their definitive results, attention can be focused on the more evident dynamics at work among product families and individual products.

In a nutshell, the best performances among product families were turned in by **make-up packs** and **products for hand care**, while **products for lip care** did not do so well. In the case of individual products, **anti-ageing creams** and **nail varnishes** performed well, while trends were slower with **anti-cellulite products**. For several years now, trends in consumption have been influenced by a significant redistribution in consumers' buying options. The reduction in average disposable income for family expenditure has certainly impacted on their cosmetics consumption habits, although without bringing about the kind of reductions that have been suffered by other consumer goods sectors since 2007.

- Up & down -
(categories)



- Up & down -
(product lines)



- % variations 2011/2010

The Italian cosmetics industry turnover

The value of overall **production** increased significantly in 2011, as total turnover rose to 9,000 million Euros. While the domestic market grew by 1%, impacting only marginally on this increase, it was the significant performance of **exports**. As the final official statistics for the financial year are not yet in, this figure may end up even higher. Of all the domestic channels of sale, the trend in the professional channels is of only marginal impact: with an increase of 0.9%, they achieved a sell-in value of 820 million Euros. The tendency to put off, even only slightly, appointments with the hairdresser or the beauty salon (which have suffered more than others from the economic crisis that exploded in autumn 2008) is still evident, although a revival is expected in 2012.

- Evolution of the Cosmetics Industry -

	2009	2010	% var. 10/09	Preliminary 2011	% var. 11/10	% var. 12/11 (forecasts)
Italian market turnover	**6.117,1**	**6.197,7**	**+1,3**	**6.260**	**+1**	**+2,8**
Tradizional channels	5.312,6	5.387,0	+1,4	5.440	+1	+3,1
Professional channels	804,1	810,7	+0,8	820	+0,9	+0,7
Exports	**2.053,9**	**2.403,2**	**+17**	**2.740**	**+14**	**+10**
Total cosmetics industry turnover	**8.171,0**	**8.600,9**	**+5,2**	**9.000**	**+4,6**	**+5**

- values in millions of Euros

Businesses that have invested in the **traditional channels**, have seen their turnovers increase, as the channels themselves grew by 1% to a value of 5,440 million Euros. At a time when consumption is slowing down noticeably, herbalist shops and pharmacies once again proved their ability to react to changing consumer attitudes, while the mass market held its own and perfume shops reversed years of negative trends to show signs of reviving values.

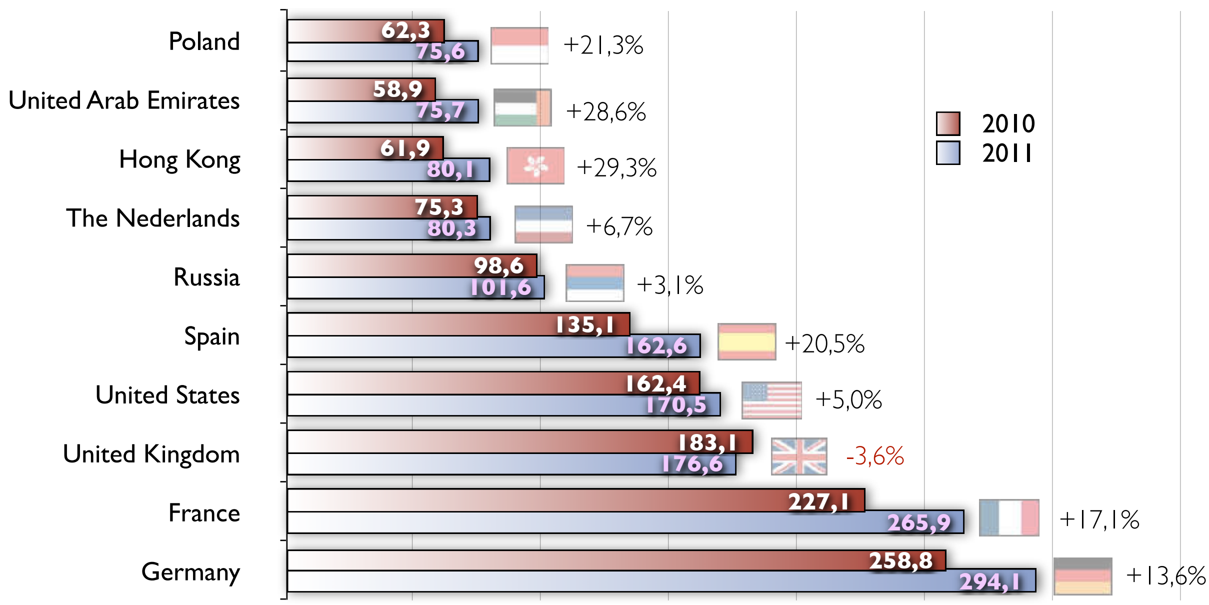
It is evident that a revival took place in international markets in 2011, in some cases with significant positive trends to which Italian firms were capable of reacting promptly. In fact, Italy's cosmetics output is recognised for the innovative capacity of its formulations and the dynamic service provided by its manufacturers. These are elements that enable the industry of cosmetics Made in Italy to maintain a successful positioning both in its traditional markets and in emerging new ones.

The 2,740 million Euros estimated for 2011 exports, together with the 7% increase estimated for **imports** in the same period, confirm that the industry **balance of trade** is constantly favourable: Italy manufacturers have won extensive market shares, underwriting the flexibility that has long been a characteristic of the nation industry.

- Cosmetics balance of trade -

	2009	2010	% var. 10/09	2011 forecast	% var. 11/10
Import	1.409,5	1.576,9	+11,9	1.690	+7
Export	2.053,9	2.403,2	+17	2.740	+14

- values in millions of Euros



- calculation based on ISTAT data, values in millions of Euros updated to November

One effect of a renewed competitive edge from firms is that the **balance of trade** has become even more favourable, approaching 1,050 million Euros. Meanwhile, an effect of the revival in international markets is that the **ratio of exports to production** has increased to 30%, although this is still a low percentage for an industry whose service capacity and product range quality are undisputed. Also in 2012, the revival of world consumption is expected to create the opportunities for these competitive characteristics to be honed even further.

The evolution now taking place is further confirmed by the data for Italian cosmetics **exports** by country of destination: of all the top ten countries, only the United Kingdom had a negative trend. Meanwhile, positive impacts came from important growth areas for Italian exports, such as Germany (+13.6%), France (+17.1%) and Spain (+20.5%), traditional export markets where further recovery can be expected in the years to come. Significant growth was also achieved by Italian exports to Poland, the United Arab Emirates and Hong Kong.

Appendix statistics

2011 consumption (retail prices, including VAT)	Pharmacy		Perfume shops		Other channels		*of which* *SUPER- HYPER*		**TOTAL**	**% var. 11/10**
1. HAIR AND SCALP CARE	179,0	1,5	84,9	-7,2	909,5	-0,9	*523,3*	*-3,1*	**1.173,4**	**-1,0**
a) Shampoos	92,2	2,5	14,2	-6,0	393,9	-0,7	*226,7*	*-2,1*	500,2	-0,3
b) Lotions and shock treatments	59,6	-1,4	2,0	-10,0	17,6	2,5	*9,2*	*-2,2*	79,1	-0,8
c) Dyes and coloured mousses	16,5	6,9	40,7	-7,5	192,0	0,6	*102,4*	*-2,5*	249,2	-0,4
d) Lacquers	0,6	-3,9	7,6	-0,1	77,5	-0,9	*42,2*	*-2,9*	85,7	-0,8
e) Post-shampoo treatments, balsam and masks	9,2	4,1	10,4	-12,3	130,9	-0,4	*84,5*	*-3,2*	150,6	-1,1
f) Fixers and structuring mousses	0,2	8,8	3,9	-6,2	37,0	-5,0	*20,0*	*-7,3*	41,1	-5,1
g) Gels, hair waters and gums	0,8	-20,4	6,2	-6,2	60,6	-5,5	*38,3*	*-8,0*	67,5	-5,8
2. PRODUCTS FOR FACE CARE	472,1	1,0	445,7	2,4	327,3	-0,9	*214,5*	*-2,9*	**1.245,1**	**1,0**
a) Face and eye detergents and make-up removers	42,6	0,8	39,5	1,3	56,3	0,1	*35,9*	*1,1*	138,5	0,7
b) Facial tissues	3,6	15,5	4,7	0,0	36,5	0,6	*22,3*	*-0,6*	44,8	1,6
c) Toning lotions	6,4	-1,1	18,6	-0,7	14,9	-1,7	*11,9*	*-4,1*	39,9	-1,1
d) Periocular area and specific zones	38,8	0,1	74,8	2,5	15,5	-7,8	*12,9*	*-8,8*	129,1	0,4
e) Moisturising and nutrient creams	124,6	-1,4	61,0	-1,1	92,6	0,8	*56,1*	*-1,0*	278,1	-0,6
f) Anti-ageing and anti-wrinkle creams	181,9	1,6	222,0	4,6	95,8	-0,7	*67,5*	*-4,1*	499,6	2,5
g) Masks and exfoliant scrubs	11,3	7,1	17,3	-1,3	10,0	-10,2	*4,4*	*-14,0*	38,5	-1,6
h) Products for skin impurities	48,1	2,7	7,8	-5,1	3,6	-16,2	*2,1*	*-22,7*	59,5	0,3
i) Depigmenting products	14,9	4,4	-	-	2,2	-1,7	*1,5*	*-4,5*	17,0	3,6
3. PRODUCTS FOR FACIAL MAKE-UP	51,3	-0,4	196,3	-1,7	90,5	-1,9	*26,7*	*-7,2*	**338,2**	**-1,6**
a) Foundations and coloured creams	25,2	-0,2	109,4	-2,0	55,3	-0,9	*15,4*	*-4,4*	189,9	-1,4
b) Face powder	5,4	-2,8	16,2	-3,5	12,1	1,2	*3,9*	*-5,7*	33,7	-1,8
c) Cheek correctors, blushes and clays	20,7	-0,1	70,7	-0,9	23,2	-5,5	*7,5*	*-14,8*	114,7	-1,7
4. MAKE-UP PACKS	0,0	-76,9	33,5	34,0	14,1	0,0	*2,6*	*0,0*	**47,7**	**21,4**
5. PRODUCTS FOR EYE MAKE-UP	16,9	2,0	152,9	-1,2	92,0	-0,3	*29,3*	*-6,2*	**261,8**	**-0,7**
a) Shadows	3,4	8,1	30,1	-2,3	17,4	-4,0	*3,5*	*-13,9*	50,9	-2,3
b) Mascaras	8,2	-1,3	75,5	-1,5	52,6	0,8	*18,1*	*-2,8*	136,2	-0,6
c) Liners and pencils	5,4	3,6	47,3	0,1	22,1	0,3	*7,7*	*-10,0*	74,8	0,4
6. PRODUCTS FOR LIP CARE	46,3	-1,3	98,3	-1,6	111,5	-4,4	*33,8*	*-10,7*	**256,1**	**-2,8**
a) Lipsticks and lip glosses	11,1	-3,3	81,8	-1,5	66,7	-5,0	*12,8*	*-18,3*	159,6	-3,1
b) Liners and pencils	1,0	-7,4	15,8	-2,2	9,1	-4,6	*1,3*	*-13,3*	25,9	-3,3
c) Protections, colourless foundations and sun sticks	34,2	-0,5	0,7	-4,4	35,7	-3,2	*19,6*	*-4,8*	70,7	-1,9
7. PRODUCTS FOR HAND CARE	39,5	3,1	56,7	10,5	130,0	5,4	*48,5*	*-4,4*	**226,2**	**6,2**
a) Creams, gels, lotions and nail products	30,5	-2,4	8,0	-0,3	41,0	-2,8	*22,1*	*-8,6*	79,4	-2,4
b) Nail varnishes	7,7	30,2	43,3	12,2	61,8	10,3	*15,9*	*-3,9*	112,9	12,2
c) Solvents and other products	1,3	13,0	5,4	15,2	27,2	8,2	*10,5*	*4,8*	33,9	9,4
8. PRODUCTS FOR BODY CARE	453,7	3,8	181,6	-2,0	740,9	1,7	*399,4*	*0,1*	**1.376,1**	**1,9**
a) Moisturisers, nutrients and exfoliant scrubs	94,4	2,0	40,5	-4,3	74,6	6,1	*39,3*	*2,9*	209,4	2,1
b) Multipurpose creams	31,0	8,3	2,4	3,0	43,2	2,0	*23,6*	*5,6*	76,6	4,5
c) Body waters and oils	14,6	9,9	10,6	2,0	5,0	-9,7	*3,2*	*-15,5*	30,1	3,4
d) Anti-cellulite products	82,4	-1,5	14,5	-1,9	26,8	-3,9	*15,8*	*-7,3*	123,7	-2,1
e) Firming agents, specific zone and anti-ageing products	34,9	5,6	10,2	-1,1	15,6	-4,4	*11,2*	*-1,5*	60,6	1,7
f) Deodorants and antiperspirants	58,1	3,0	25,7	-6,9	329,8	1,3	*194,3*	*-0,6*	413,7	1,0
g) Hair removers	4,3	-18,3	4,9	3,0	66,7	1,9	*41,0*	*-1,3*	75,9	0,6
h) Sunscreens and pigmenting products	134,0	8,0	72,8	0,1	179,4	2,5	*70,9*	*2,7*	386,2	3,9

	Pharmacy		Perfume shops		Other channels		*of which SUPER- HYPER*		TOTAL	% var. 11/10
9. PRODUCTS FOR BODY HYGIENE	259,7	2,8	55,4	-7,9	794,7	1,9	*463,5*	*1,2*	**1.109,9**	**1,5**
a) Soaps and syndets	37,2	-0,7	3,8	-4,5	78,4	-0,7	*45,3*	*0,0*	119,4	-0,8
b) Liquid soaps	13,1	2,7	2,1	-5,0	144,5	4,1	*90,0*	*3,5*	159,8	3,9
c) Bath and shower foams, salts, powders and oils	51,0	4,7	42,6	-9,5	373,0	1,6	*218,9*	*0,9*	466,6	0,8
d) Talcs and powders	3,9	-1,8	3,2	0,0	22,8	0,0	*11,8*	*0,0*	29,8	-0,2
e) Products for foot hygiene	23,0	8,5	1,1	0,0	21,0	3,6	*15,7*	*0,7*	45,1	6,0
f) Products for intimate hygiene	131,6	2,3	2,5	0,0	155,1	1,9	*81,9*	*0,7*	289,2	2,1
10. PRODUCTS FOR ORAL HYGIENE	132,3	-0,3	4,4	0,0	552,0	2,7	*314,4*	*2,2*	**688,7**	**2,1**
a) Toothpastes	62,2	-1,0	4,0	0,0	449,7	2,3	*252,2*	*2,1*	516,0	1,9
b) Mouthwashes, breath fresheners	70,1	0,3	0,4	0,0	102,3	4,3	*62,3*	*2,7*	172,8	2,6
11. SKIN CLEANSING PRODUCTS FOR INFANTS	102,5	0,5	4,7	0,0	50,1	-1,0	*31,3*	*-0,1*	**157,3**	**0,0**
12. PRODUCTS FOR MEN	14,8	-5,1	51,2	-2,8	140,3	-2,9	*72,9*	*-5,1*	**206,4**	**-3,0**
a) Soaps, shaving foams and gels	5,9	0,4	7,3	-2,8	77,1	-1,8	*39,7*	*-3,3*	90,3	-1,7
b) After shave products	4,6	-6,2	13,6	-2,8	49,3	-3,7	*24,7*	*-6,7*	67,4	-3,7
c) Treatment creams	4,3	-10,6	30,4	-2,8	14,0	-5,8	*8,6*	*-8,5*	48,7	-4,4
13. ALCOHOL-BASED PERFUME PRODUCTS	6,9	21,3	815,2	1,4	151,2	2,0	*29,9*	*-5,7*	**973,3**	**1,6**
a) Toilet waters, perfumes and extracts for women	6,6	25,6	514,8	1,5	75,3	2,4	*14,9*	*-5,5*	596,7	1,8
b) Toilet waters, perfumes and extracts for men	0,4	-25,0	300,3	1,3	75,9	1,7	*15,0*	*-5,8*	376,6	1,3
14. GIFT PACKS	-	-	105,9	3,9	11,3	0,0	*4,6*	*0,0*	**117,2**	**3,5**
a) Gift packs for woman	-	-	61,4	5,1	4,7	0,0	*2,0*	*0,0*	66,2	4,7
b) Gift packs for men	-	-	44,5	2,2	6,6	0,0	*2,6*	*0,0*	51,0	1,9
TOTAL	1.775,2	1,8	2.286,8	0,7	4.115,4	0,7	2.194,5	-1,2	**8.177,3**	**1,0**
15. DOOR-TO-DOOR SALES									**428,2**	**3,6**
16. MAIL ORDER SALES									**62,8**	**3,8**
17. SALES TO BEAUTY SALONS AND CENTRES									**269,7**	**1,5**
18. HAIRDRESSING									**686,3**	**-1,5**
TOTAL CONSUMPTION									**9.624,3**	**0,9**

- nb: the values are rounded to one decimal place, so the partial sums of row and column may vary

Imports of finished and semi-processed perfume, cosmetic and personal hygiene products

Data compiled from January to November 2011	QUANTITY (in tonnes)			VALUE (thousands of €)		
	2010	2011	% var.	2010	2011	% var.
Shampoos	38.127	43.559	14,2	75.175	90.902	20,9
Hair preparations	488	453	-7,3	3.266	2.605	-20,2
Laquers	2.265	3.775	66,7	8.277	13.507	63,2
Hair lotions and other products for haicare	30.577	28.724	-6,1	113.946	111.525	-2,1
Powders and compact powders	747	707	-5,4	17.832	19.889	11,5
Creams and other products	38.534	39.220	1,8	483.716	492.564	1,8
Lip make-up products	1.103	879	-20,3	40.121	39.355	-1,9
Eye make-up products	1.472	1.374	-6,6	55.007	67.142	22,1
Nailcare products	3.590	3.397	-5,4	48.459	57.595	18,9
Toilet soaps	18.041	20.030	11,0	35.401	36.218	2,3
Bath preparations	15.795	13.929	-11,8	31.041	27.840	-10,3
Body deodorants	6.699	7.706	15,0	47.388	55.229	16,5
Toothpastes	23.393	26.414	12,9	73.985	85.615	15,7
Other preparations for horal hygiene	8.820	8.221	-6,8	32.687	33.805	3,4
Shaving, pre-shave and after shave produts	4.654	4.739	1,8	21.420	20.991	-2,0
Perfumes and eau de parfum	7.875	8.055	2,3	109.488	115.649	5,6
Toilet waters and eau de cologne	7.777	7.766	-0,1	220.789	231.731	5,0
Other perfume and toiletry products	8.329	6.202	-25,5	47.427	37.515	-20,9
Total imports	218.285	**225.150**	**3,1**	1.465.424	**1.539.673**	**5,1**

Exports of finished and semi-processed perfume, cosmetic and personal hygiene products

Data compiled from January to November 2011	QUANTITY (in tonnes)			VALUE (thousands of €)		
	2010	2011	% var.	2010	2011	% var.
Shampoos	50.244	69.090	37,5	91.471	127.580	39,5
Hair preparations	2.836	1.751	-38,2	12.089	8.649	-28,5
Laquers	4.100	6.540	59,5	12.029	16.946	40,9
Hair lotions and other products for haicare	61.169	68.709	12,3	307.473	332.261	8,1
Powders and compact powders	3.780	3.825	1,2	93.561	97.041	3,7
Creams and other products	48.881	46.015	-5,9	450.264	475.415	5,6
Lip make-up products	1.990	1.599	-19,6	62.616	57.509	-8,2
Eye make-up products	4.665	6.496	39,3	166.029	203.860	22,8
Nailcare products	949	1.110	16,9	11.617	15.154	30,4
Toilet soaps	51.372	53.308	3,8	88.249	100.286	13,6
Bath preparations	28.019	31.479	12,3	56.714	64.499	13,7
Body deodorants	15.991	15.013	-6,1	79.671	75.413	-5,3
Toothpastes	2.787	3.149	13,0	14.908	17.371	16,5
Other preparations for horal hygiene	41.924	49.527	18,1	76.265	87.915	15,3
Shaving, pre-shave and after shave produts	13.326	14.199	6,6	41.532	45.602	9,8
Perfumes and eau de parfum	7.618	10.528	38,2	165.842	245.760	48,2
Toilet waters and eau de cologne	13.930	14.729	5,7	385.278	394.866	2,5
Other perfume and toiletry products	14.972	16.206	8,2	79.867	80.762	1,1
Total exports	368.550	**413.273**	**12,1**	2.195.473	**2.446.889**	**11,5**