THE COSMETICS INDUSTRY: PRODUCTION, THE MARKET AND FOREIGN TRADE

In 2012, the cosmetics industry recorded a first minor downturn on the domestic market, affected by the lengthy consumer spending crisis in Italy which began more than two years ago. The value of the market exceeded 9,600 million euro, with a decrease of 1.8%.

In practice, the anti-cyclical trend of the sector is reflected by consumers streamlining their spending choices, switching over to cheaper price ranges and channels, without however forgoing premium products, thus weakening the intermediate price range. Quantities consumed have not essentially changed, however the decrease in the use of professional channels has had an impact.

A major change to the distribution segment is now under way: new single brand channels gaining ground, development of the specialist mass market and new dynamics of direct sales are just some of the trends of cosmetics spending in recent years, which clearly call for a rethink of distribution policies in conventional channels.

Against this background, the turnover of Italian companies, i.e. revenues, increased in 2012 by just under 1%, to account for 9,040 million euro, thanks above all to the competitive edge achieved by Italian products on foreign markets: the value of exports came close to 2,900 million euro, up by more than 7%.

Forecasts for 2013 indicate a further, albeit marginal, fall in consumption, between the first and second half of the year, while turnover will still be supported by an increase in exports.

In a political and economic scenario which is still highly uncertain, Italian companies are faced with slowdowns on the domestic market and opportunities for growth on new international markets with the only entrepreneurial skill they have: the strength to pursue a competitive strategy based on ongoing investments in flexibility, research, innovation and rigorous production.

Industrial manufacture of cosmetics

9,040
million euro in 2012

Italian cosmetics market

9,630
million euro in 2012

Exports of cosmetics

2,860
million euro in 2012

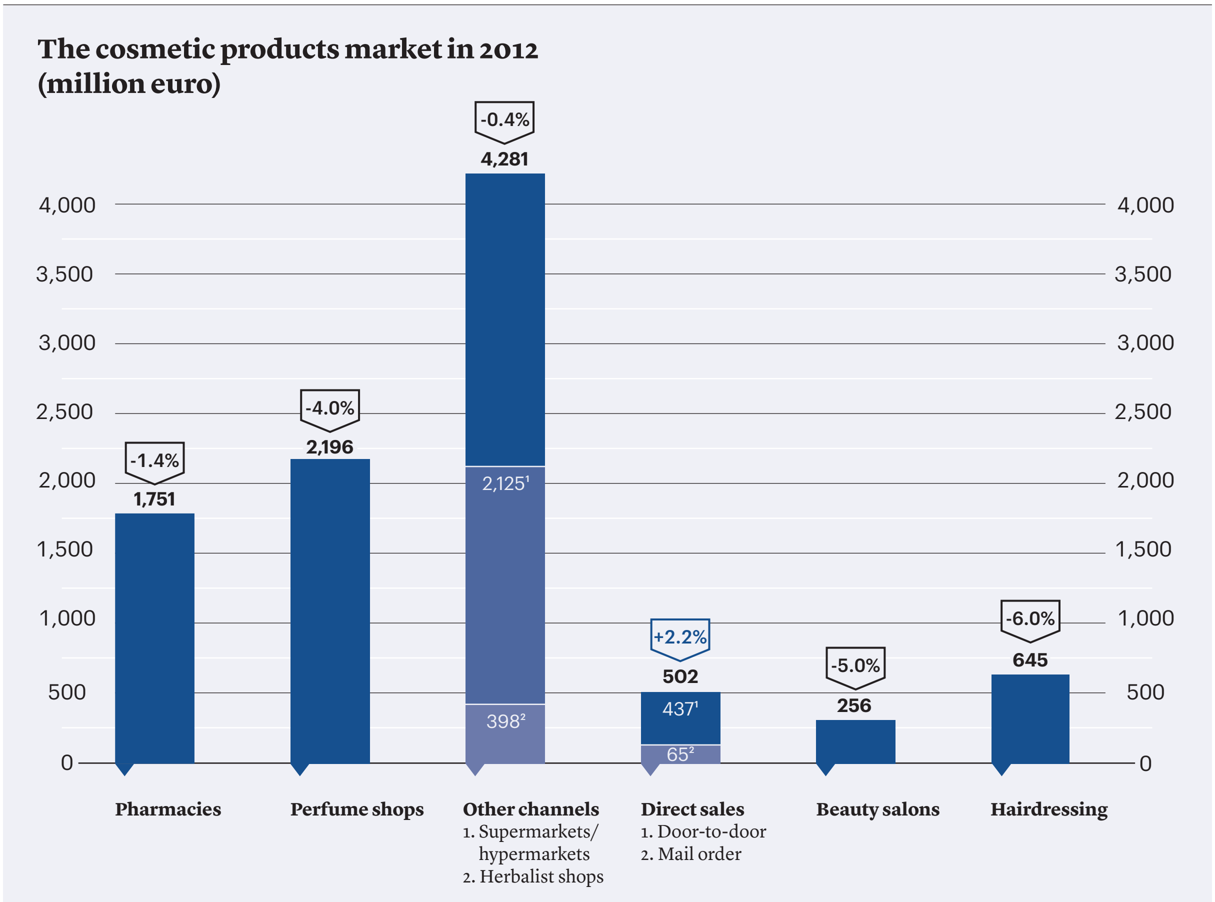
+7%
2012/11 change

Trends of channels

+5%
Herbalist shops

-6%
Hairdressing

THE MARKET: CHANNELS



The value of cosmetics purchased in Italy, based on pre-final figures, exceeded 9,600 million euro, decreasing by nearly 2%. For the first time since 2007, when the international crisis began, sales of cosmetics in Italy have fallen slightly, despite representing a constant purchase choice of consumers.

After years of an above-average growth trend, the **pharmacy** channel registered a considerable slowdown, albeit to a smaller extent than other competitor channels. The market exceeded 1,750 million euro, with a decrease of 1.4%, which is equal to more than 18% of total sales of all cosmetics on the domestic market. The channel confirmed its consumer confidence ratings, with consumers appreciating the specialist, dedicated service of pharmacies, that is superior to other distribution channels. Pharmacies, more than any other sales channel, invest in cosmetic products and a specialist sales staff. Data also includes figures for cosmetics sold in shops selling para-pharmacies: in recent years, this new phenomenon has characterised distribution in the channel, although recent economic measures seem to be affecting its growth trend.

Cosmetics sold in **herbalist shops** confirmed the positive trend of recent years, with figures above the annual average. The value of sales, close to 400 million euro and a growth rate of 5% over 2011, characterises this channel which does not appear to be affected by the negative economic situation, thanks to the spending choices of consumers, who are increasingly drawn towards healthy, natural concepts.

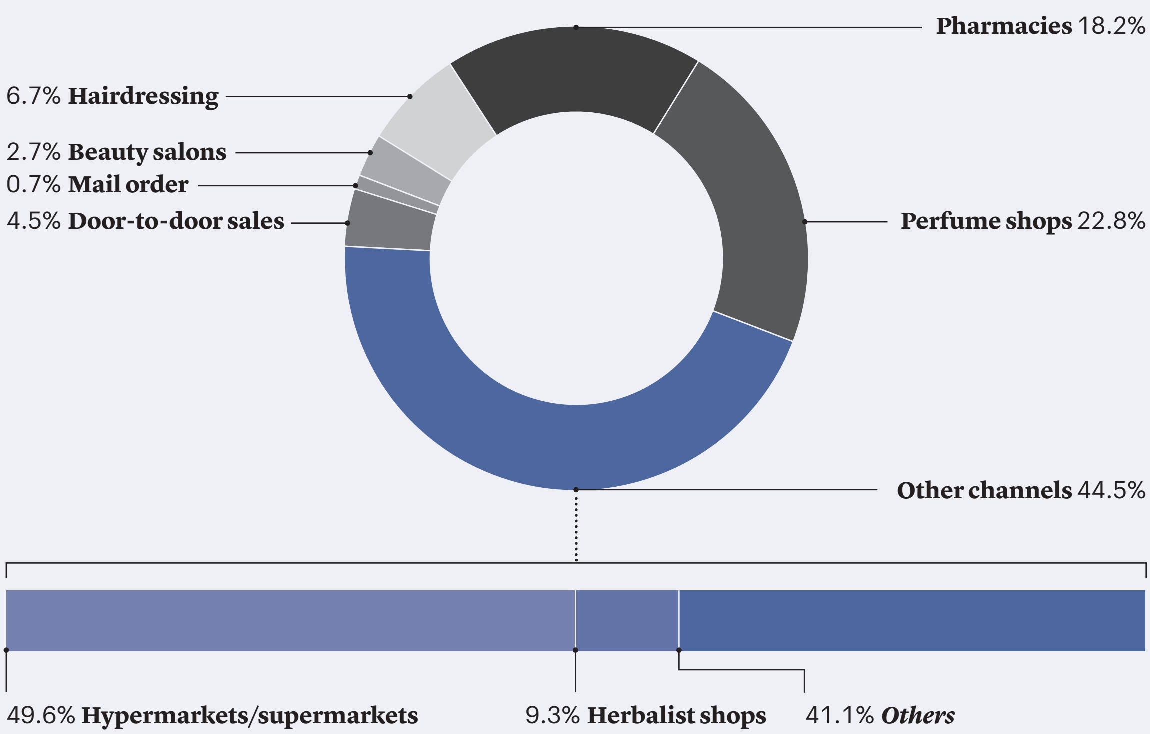
After several years of negative figures, sales at **perfume shops** fell further in 2012, with a decrease of 4% and a value near to 2,200 million euro. As in previous years, only price increases supported volumes, with important effects on consumer spending and decreases in consumer numbers. Profound changes in consumer groups, divided between loyal and occasional customers, have affected channel trends. For this reason, many operators have called for innovative measures to support the channel's selectivity. Perfume shops, with a 22.8% share out of the total, rank second for consumer spending on cosmetics, after the mass market. New launches, stock reductions and dynamic pricing policies have not been sufficient to boost a stable recovery, particular due to the crisis of many independent retail outlets, negatively affected by new highly aggressive and modern types of distribution.

The value of cosmetics sold on the **mass market** in 2012 was near to 3,800 million euro, confirming its status as the most important sales channel for cosmetics. Sales trends were however uneven. A major difference continued between sales of cosmetics at hypermarkets and conventional supermarkets, with a 3.4% decrease, and sales through specialist channels, also defined as the "home & personal care sector" or "modern channel" which still increased at considerable rates. The impact of new single-brand stores has been a dominant force in recent years.

Comparative data tables include the value of the mass market under the item "other channels"; this value is equal to 4,281 million euro and also includes the value of herbalist shops and specialist channels mentioned.

Growth was above average for **door-to-door** sales in 2012 as well. The value of sales exceeded 430 million euro, with a 2% increase. One third of this channel comprises sales of make-up. New product supply approaches, plus a specialist customer service are behind the success of this channel, which accounts for 4.5% of total spending on cosmetics. In the direct sales channel, **mail order sales** also went up, by 4%, with a market value of 65 million euro. Internet sales (still a marginal

Weight of distribution channels in 2012

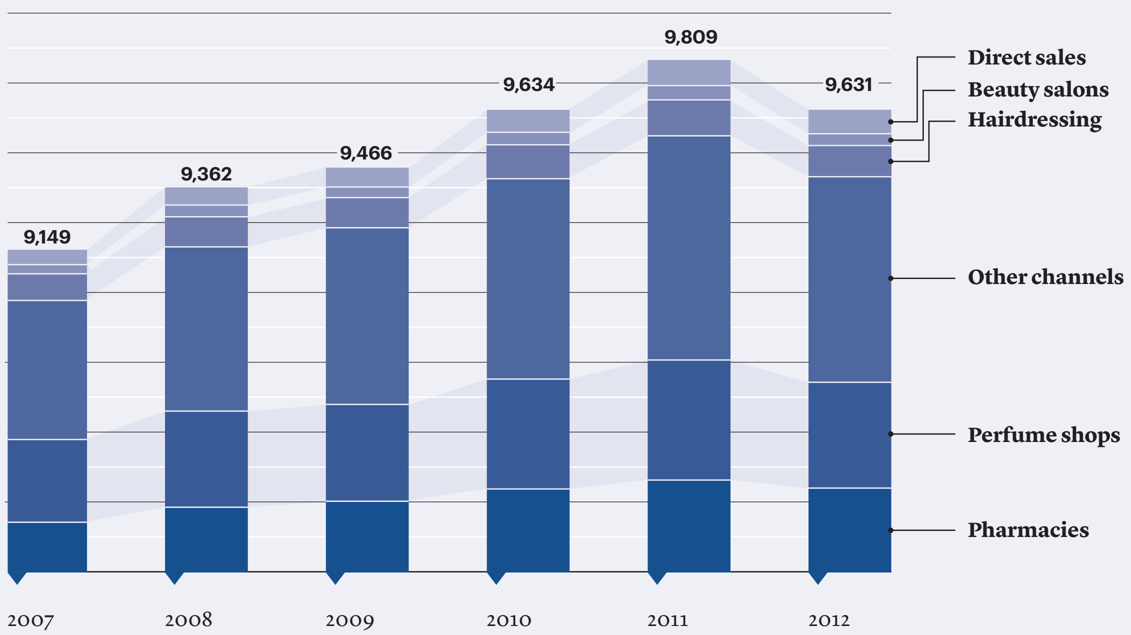


trend, but clearly on the rise), are having an impact on estimated figures, until this trend becomes more comprehensive and reliable.

The fall in consumer spending on cosmetics continued in **professional channels** which account for 900 million euro. For several years now, consumer spending at **beauty salons** has fallen, with a 5% decrease and a value near to 260 million euro. This channel is still affected by uncertainties as regards visits to beauty salons, penalised by the economic situation and price tensions, the policies of major market players and above all by new competition with products of dubious origin. **Hairdressing salons**, with a decrease of 6% and a value of 645 million euro, were still affected by the downturn in the number of average visits which in turn had an impact on the number and value of sales receipts. Less frequent visits have meant lower sales of cosmetics used in salons, and lower resale figures which have reached all-time lows in recent seasons; some salons have however tackled this stagnant period with strategies to segment services and treatments.

The trends of distribution channels, at a time of economic slowdown, confirms consumers still wish to spend on cosmetics, but also highlights some consolidated dynamics. Direct sales and sales at herbalist shops reflect channels that more than any other have been able to respond to new purchase options of consumers, while the fall in sales in professional channels highlights the difficulties over visits to salons, an indirect factor of spending which is affected to a greater extent by the crisis.

Historical trend of consumption (million euro)



THE MARKET: PRODUCTS

Although figures are not yet final, Unipro "Centro Studi e Cultura d'Impresa" (Unipro Statistics Dept.), as is customary, has analysed **consumer trends by product**, also in light of improved data survey techniques, combined with internal statistics and ongoing updates for sales channels.

The focus of businesses on market developments, international tensions and at the same time investments in research and innovation have all had a fundamental role in some segments retaining their positions at an historic time for the industry, marked by important trends such as an increase in the product mix, product segmentation and consumer polarisation. Web, communication and *social* promotion trends are also gaining ground.

PRODUCTS FOR BODY CARE

In 2012, body care products represented the main segment of Italian consumer spending. Accounting for 16.5% of total sales, equal to 1,356 million euro, the category decreased in general as regards sub-segments, closing the year with a decrease of 2.1%. This trend was reversed for *sunscreens and pigmenting products*, up 1.7%, with sales equal to 393 million euro, along with *body waters and oils*, up 4.8% and accounting for just over 30 million euro. For the second year running, the considerable decrease in *anti-cellulite products*, down 19.6%, with a value of approximately 100 million euro, had an impact. The *deodorants and antiperspirants* sub-segment, which accounts for 30% of total sales in the products for body care segment, recorded a slight decrease of 0.5%. It is clear that consumers are not forgoing cosmetics, but prefer to switch products and price ranges, even for more specific cosmetics.

An even greater focus on the quality/price ratio

without forgoing product safety

PRODUCTS FOR FACE CARE

Skin-care products, accounting for 1,243 million euro and a fall of 1.6%, represent 15.1% of the total category, ranking second by specific weight. As regards product segment trends, *anti-ageing and anti-wrinkle creams* registered a decrease of 1.8%, accounting for just under 500 million euro, and *face and eye detergents and make-up removers* a decrease of 1.1%. The second category comprising family products, *moisturising and nutrient creams* remained stable, ending the year with an increase of 0.4%. Other sub-segments registered a positive trend, including *products for skin impurities* up 1.8%, and *depigmenting products* up 5% over the previous year.

PRODUCTS FOR HAIR CARE

Cosmetics market product families include *hair and scalp care products*, which registered a decrease of 1.7% in 2012 and accounted for nearly 1,160 million euro, to rank third for sales in traditional channels. *Shampoos*, accounting for sales of approximately 500 million euro, and *post-shampoo treatments,* *balsams and masks,* accounting for 150 million euro, both registered a decrease of 1%. The trend for *dyes and coloured mousses* – the second segment by weight in this category - was also flat, with figures just under 250 million euro at the end of the year.

PERSONAL HYGIENE

The negative trend in the *products for body hygiene* segment and sub-segments was widespread, with a decrease of 2.3% in 2012, and figures close to 1,090 million euro. The first three segments, by weight, *bath and shower foams* and *oils*, products for *intimate hygiene* and *liquid soaps* all recorded a decrease near to 2%.
The fall in sales of products for *foot hygiene* was significant: after a positive two-year trend, this segment ended 2012 with a decrease of 6.2% and a final figure of just over 42 million euro.
Sales of toothpastes were down 1.6%.

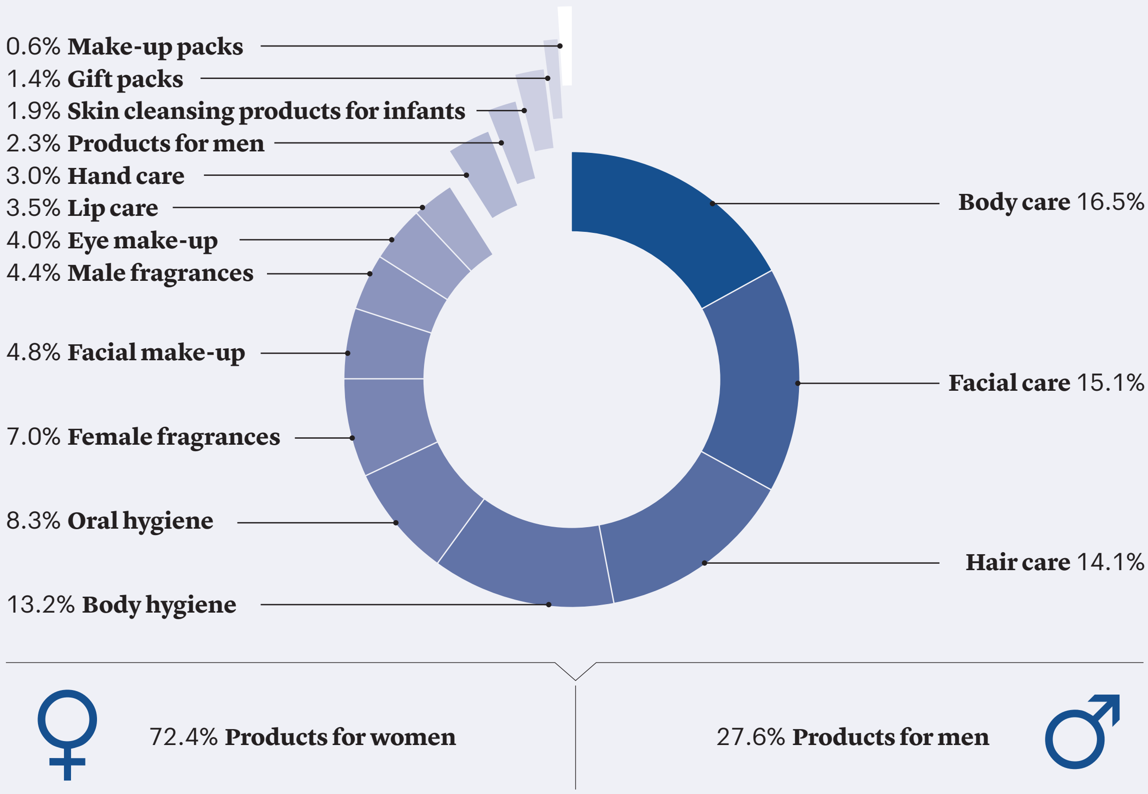
ALCOHOL-BASED PERFUME PRODUCTS

This important product category was also affected by a slowdown in 2012, to a greater extent in the *male fragrances* segment (-4.1%) compared to *female fragrances* (-3%). This downturn is due to trends already mentioned, and to a physiological decline in the segment after the steady, acyclical, performance of the last two years.

MAKE-UP

Products for make-up is the only cosmetics category that appears to successfully beat market logics, thanks also to the "former phenomenon" - which is now a well-established trend - of single brand stores. At a cross-segment level, the *eye make-up* segment, up 5.3%, the *face make-up* segment, up 2.9%, and to a lesser extent the *lip make-up*, *hand care* and *make-up packs* segments bucked the trend of the current economic situation.
The *liners and pencils* segment performed well, up 9.8%, and accounting for over 104 million euro.

Composition of the cosmetics market in 2012

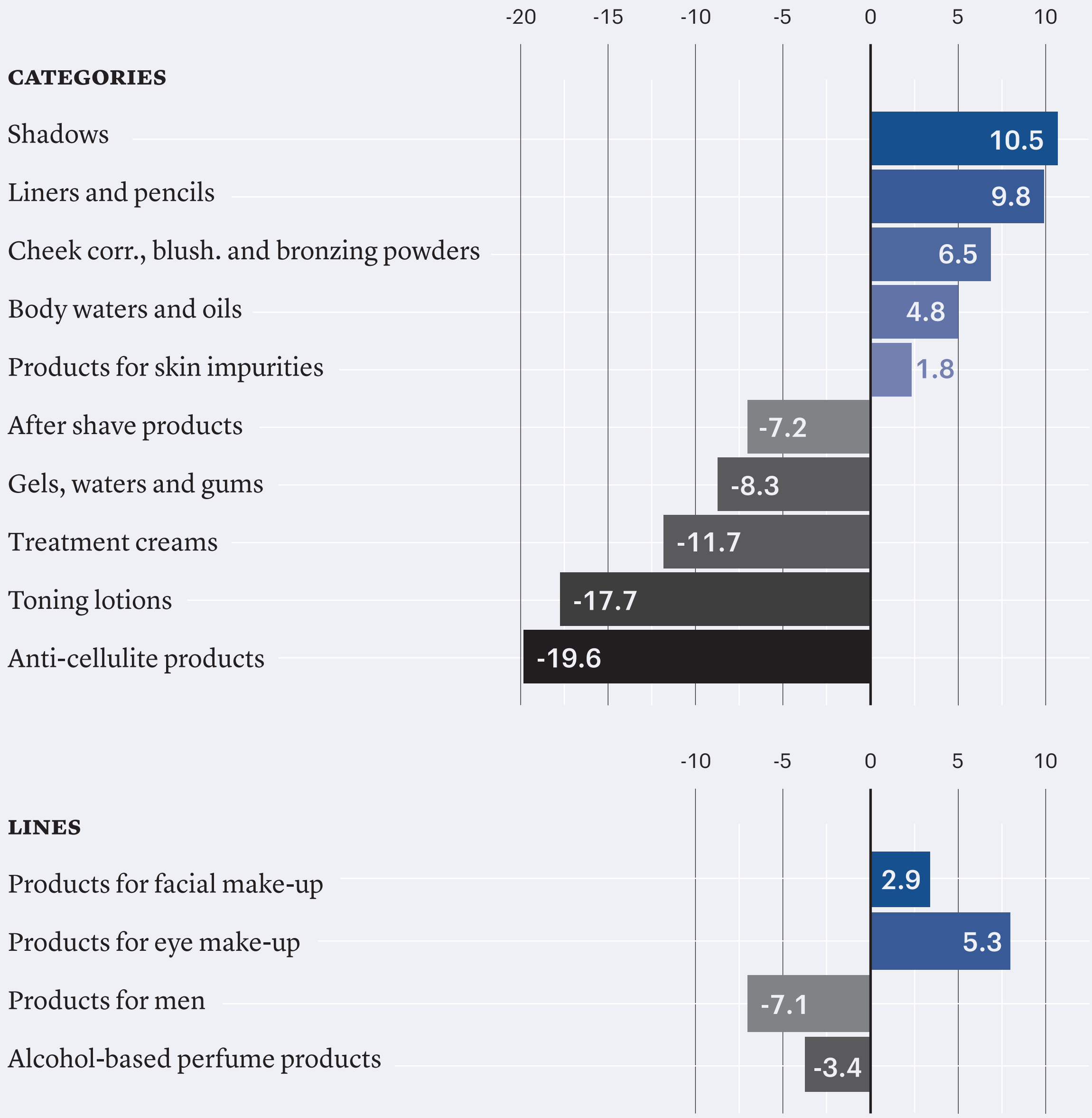


THE MARKET: UP & DOWN

Positive and negative dynamics of product families and individual products allow for phenomena-based analysis of 2012 data. As analysed previously, in addition to *make-up products*, *body waters and oils* and *products for skin impurities* performed well. *Anti-cellulite products*, *toning lotions* and *treatment creams* for men all reported a considerable negative performance (double digit decreases).

Consumer trends have been affected for several years now by a considerable **redistribution of consumer purchase choices**. The decrease in families' average cash flow, which has worsened over the year, has had a considerable impact on consumer trends as regards cosmetics, without however resulting in the kind of decreases reported in other consumer goods sectors since the start of the international crisis up to the present day.

2012/11 change %



TURNOVER OF THE ITALIAN COSMETICS INDUSTRY

Global **turnover** of the Italian cosmetics industry in 2012 came close to 9,050 million euro. Despite the domestic market declining - on a par with national consumer trends - by 1.8% and having a negative impact, the good performance of **exports** continued, supporting the turnover of Italian businesses. Prior to ISTAT, Italy's National Institute of Statistics, releasing final data for 2012, figures already indicate an increase in sales abroad of 7% compared to last November, accounting for an estimated year-end value near to 2,860 million euro. This performance could be even better combined with export data for December, traditionally a "good" month for these trends.

As regards domestic market sales channels, the trend of **professional channels** had an impact, down 5.7% and with a sell-in value of 760 million euro: the decrease in the number of visits to beauty salons and hairstylists is a familiar scenario for Italian cosmetics companies. Forecasts for 2013 are still negative.

Developments in the Cosmetics Industry (million euro)	FINAL FIGURES 2011	CHANGE % 2011/10	PRE-FINAL FIGURES 2012	CHANGE % 2012/11	FORECASTS % 2013/12
Turnover Italy	6,291	1.8	6,181	-1.8	-1.5
Traditional channels	5,484	2.2	5,420	-1.2	-1.0
Professional channels	807	-0.8	761	-5.7	-5.0
Exports	2,671	11.0	2,858	7.0	7.0
Global turnover of the cosmetics industry	**8,962**	**4.4**	**9,039**	**0.9**	**1.2**

The decline in turnover of businesses investing in **traditional channels** has been less considerable, with a decrease of -1.2%, and a value amounting to 5,420 million euro. At a time when consumption has slowed down considerably, only health-food shops and some specialist segments of the mass market sector have been able to adapt to changing consumer attitudes. After ongoing growth from 2007 to 2011, the pharmacies channel has reported its first year of a slowdown; unfortunately, the trend of *hypermarkets and supermarkets* is still negative.

Despite signs of a recovery on international markets in 2011, the general climate of uncertainty and lack of confidence of national companies characterised 2012, also on an international level. Only a few Italian businesses were able to promptly respond with adequate policies targeting internationalisation, reporting positive trends. The Italian cosmetics industry is recognised worldwide for its innovative formulations and the dynamic service of its manufacturers, and these characteristics have enabled this Italian industry to make a name for itself on both traditional and emerging markets.

The increase in the value of exports, and 2.4% decrease in **imports** demonstrate the steady increase in the balance of this sector: Italian businesses are continuing to regain market shares, confirming the flexibility that has long been an asset.

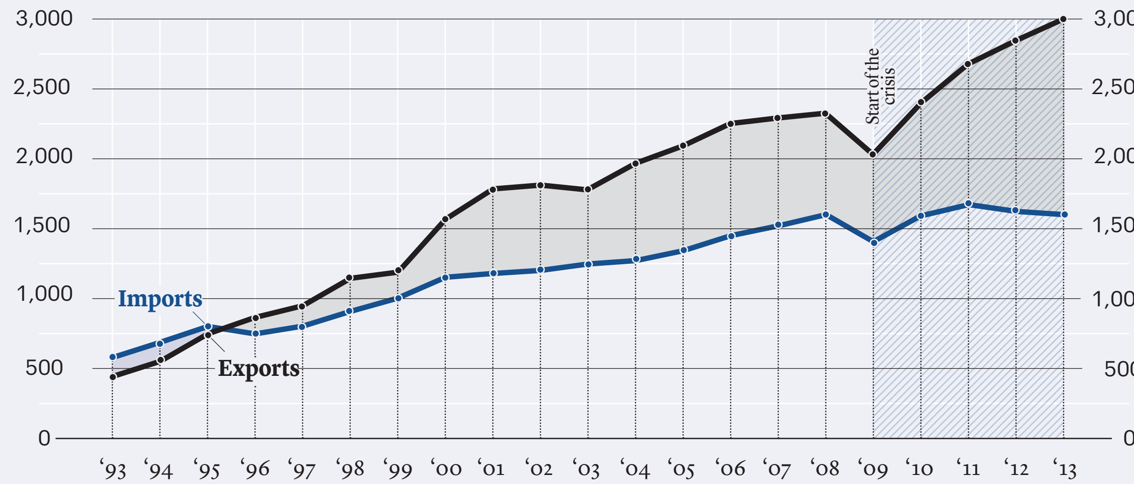
With the renewed competitive edge of companies, the **trade balance** has further expanded, to come close to 1,250 million euro. Thanks to the good performance of some historical sales channels on international markets, the **production/export ratio** has gone up to 32%: this percentage is on the rise, but still low for an industry recognised for its service and very high quality standards. A consolidated recovery in world consumer trends expected for the end of 2013 will create opportunities to further expand these competitive characteristics.

Cosmetics trade balance (million euro)

	2010	2011	CHANGE % 2011/10	PRE-FINAL FIGURES 2012	CHANGE % 2012/11
Imports	1,577	1,660	+12.0	1,620	-2.4
Exports	2,403	2,671	+17.0	2,858	+7.0

1,238 million euro
2012 trade balance

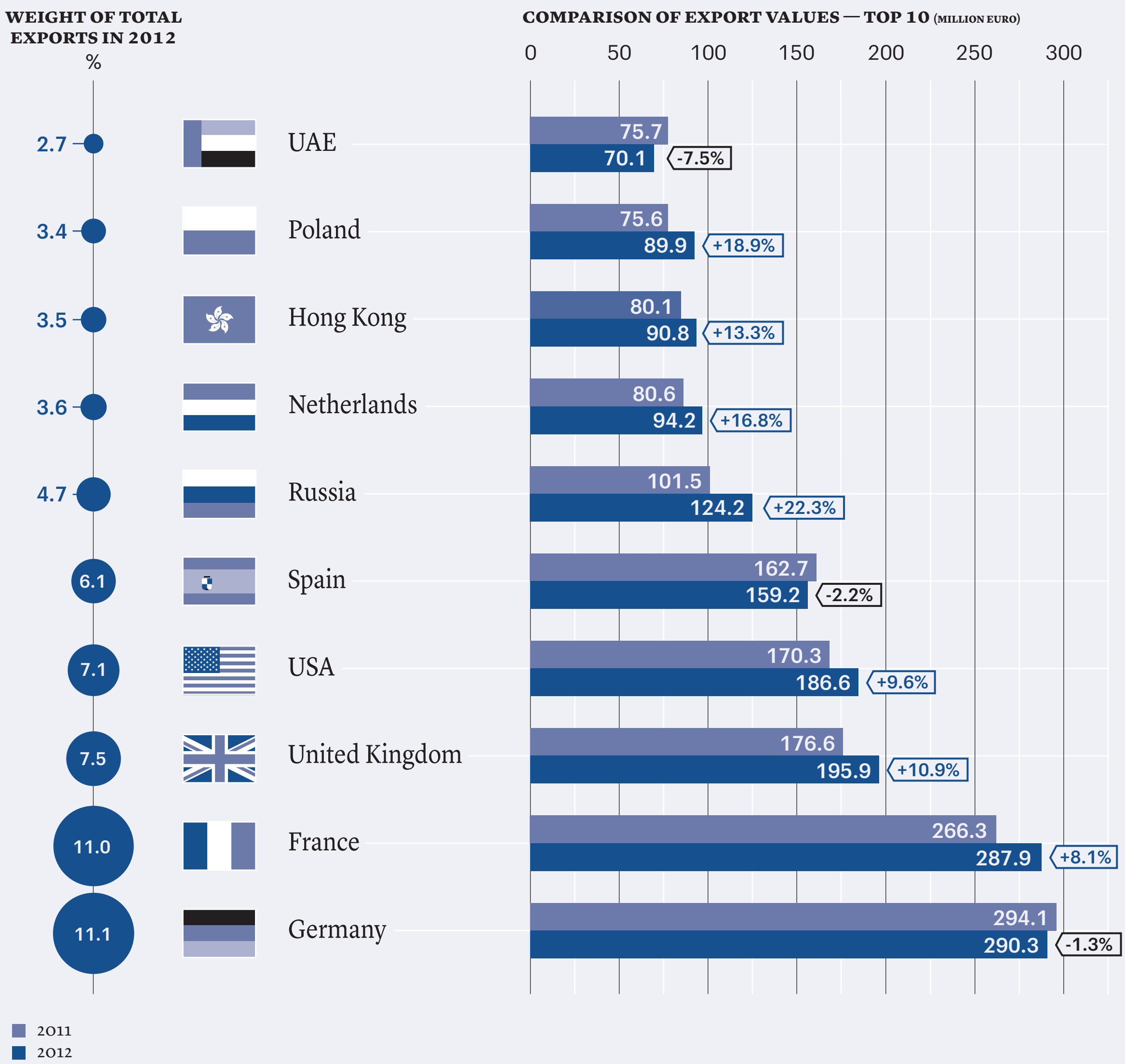
31.6%
2012 exports/turnover



Current trends are confirmed by figures for **exports** of Italian cosmetics by destination: of the first ten countries, only Germany, Spain and the United Arab Emirates reported a negative trend. In particular, the United Arab Emirates has registered its first slowdown after five years, as regards imports of Italian cosmetic products.

Growth in traditionally important areas for Italian exports had a positive impact on total figures, with exports up by 8.1% in France and by 10.9% in the United Kingdom - two sales channels expected to recover further in future years.

Italian cosmetics industry exports



Processing by Unipro Statistics Dept. of ISTAT data, figures in millions of euro, updated at November 2012

Provisional data for November and figures including the first twenty countries point to Singapore, China, the Ukraine and Saudi Arabia as increasingly important players at a global economic level, where Italy is gaining important market shares for the cosmetics segment.

The trend of trade dynamics at a worldwide level is also consistent with product quantities: imports decreased by 6%, while exports went up by 2%.

Analysis of macro-categories of **exported products** shows a similar trend for the make-up segment, with shares going up by nearly 18%. Products for hair care also performed well (more than 10% overall) as well as products for body care (up 4.3%). Alcohol-based perfume products also registered a positive trend, with imports to Italy down 8% and exports up by more than 4%.

2013

Statistical appendix

Consumption of cosmetic products in 2012

	Pharmacies		Perfume shops		Other channels		*of which supermarkets and hypermarkets*		TOTAL	
1. HAIR AND SCALPCARE	**175.9**	**-1.8**	**79.8**	**-6.0**	**901.3**	**-1.3**	***510.2***	***-3.1***	**1,157.0**	**-1.7**
Shampoos	90.8	-1.5	13.2	-6.8	392.7	-0.7	*222.6*	*-2.2*	496.7	-1.0
Lotions and shock treatments	56.3	-5.5	1.8	-10.4	17.0	-3.8	*9.0*	*-4.6*	75.1	-5.2
Dyes and coloured mousses	17.6	6.6	39.0	-4.2	193.2	0.2	*100.2*	*-2.8*	249.8	-0.1
Lacquers	0.5	-12.5	7.2	-4.6	76.4	-1.8	*41.4*	*-2.3*	84.1	-2.2
Post-shampoo treatments, balsams and masks	9.8	6.1	8.8	-15.9	131.0	-0.4	*83.6*	*-2.1*	149.5	-1.0
Fixers and structuring mousses	0.2	-9.4	3.8	-1.9	35.6	-4.0	*19.0*	*-5.8*	39.6	-3.9
Gels, waters and gums	0.7	-6.3	6.0	-1.9	55.4	-9.0	*34.4*	*-11.0*	62.1	-8.3
2. PRODUCTS FOR FACE CARE	**470.0**	**-0.5**	**428.9**	**-3.8**	**343.7**	**-0.5**	***205.2***	***-3.7***	**1,242.6**	**-1.6**
Face and eye detergents and make-up removers	43.1	1.2	37.2	-6.0	59.9	0.5	*34.6*	*-2.2*	140.2	-1.1
Facial tissues	3.9	9.0	4.7	0.0	28.4	-22.5	*17.1*	*-23.1*	36.9	-17.7
Toning lotions	6.5	2.6	17.3	-7.2	15.3	-3.4	*11.1*	*-6.9*	39.1	-4.2
Pericoular area and specific zones	40.2	3.7	72.8	-2.7	16.6	-3.3	*12.1*	*-8.3*	129.6	-0.9
Moisturising and nutrient creams	120.7	-3.1	56.6	-7.2	107.3	9.6	*59.0*	*7.1*	284.6	0.4
Anti-ageing and anti-wrinkle creams	179.5	-1.3	216.2	-2.6	100.2	-0.9	*64.3*	*-4.5*	496.0	-1.8
Masks and exfoliant scrubs	11.4	0.5	15.5	-10.1	10.6	-6.8	*3.8*	*-14.1*	37.5	-6.1
Products for skin impurities	48.9	1.7	8.7	11.1	3.1	-16.5	*1.6*	*-20.6*	60.8	1.8
Depigmenting products	15.6	5.1	0.0	0.0	2.3	4.3	*1.6*	*3.0*	17.9	5.0
3. PRODUCTS FOR FACIAL MAKE-UP	**52.6**	**2.5**	**197.2**	**0.4**	**142.2**	**6.7**	***24.5***	***-8.3***	**392.0**	**2.9**
Foundations and coloured creams	24.4	-3.4	108.4	-0.9	80.9	4.5	*13.9*	*-9.4*	213.7	0.8
Face powder	4.7	-13.0	16.8	3.8	18.8	5.6	*3.6*	*-6.5*	40.3	2.3
Cheek correctors, blushers and bronzing powders	23.5	13.7	71.9	1.7	42.5	11.5	*6.9*	*-7.0*	138.0	6.5
4. MAKE-UP PACKS	**0.0**	**-40.2**	**32.3**	**-3.6**	**14.1**	**0.0**	***2.6***	***0.0***	**46.4**	**-2.6**
5. PRODUCTS FOR EYE MAKE-UP	**18.3**	**8.2**	**154.3**	**1.0**	**157.7**	**9.7**	***27.0***	***-8.0***	**330.4**	**5.3**
Shadows	3.3	-2.6	31.2	3.4	38.1	18.4	*3.0*	*-13.9*	72.5	10.5
Mascara	8.5	4.0	74.3	-1.6	70.8	2.1	*16.8*	*-7.3*	153.6	0.4
Liners and pencils	6.5	21.4	48.9	3.5	48.8	15.5	*7.2*	*-7.1*	104.3	9.8
6. PRODUCTS FOR LIP CARE	**47.0**	**1.4**	**92.5**	**-5.9**	**145.7**	**2.6**	***31.5***	***-6.4***	**285.2**	**-0.5**
Lipsticks and lip glosses	12.3	10.3	76.9	-5.9	96.4	4.9	*11.7*	*-8.4*	185.6	0.5
Liners and pencils	1.1	11.4	15.0	-5.5	14.7	1.9	*1.0*	*-24.4*	30.7	-1.6
Protections, colourless foundations and sun sticks	33.6	-1.8	0.6	-12.8	34.6	-3.2	*18.8*	*-3.9*	68.8	-2.6
7. PRODUCTS FOR HAND CARE	**39.8**	**1.0**	**52.9**	**-6.7**	**153.3**	**1.4**	***46.7***	***-4.7***	**246.1**	**-0.5**
Creams, gels, lotions and nail products	30.9	1.4	6.9	-13.3	44.0	-1.1	*21.7*	*-3.9*	81.9	-1.3
Nail varnishes	7.7	-0.5	40.2	-7.3	82.5	3.7	*14.6*	*-8.1*	130.3	-0.2
Solvents and other products	1.3	0.1	5.9	8.1	26.8	-1.3	*10.4*	*-1.2*	34.0	0.2

	Pharmacies		Perfume shops		Other channels		*of which supermarkets and hypermarkets*		TOTAL	
8. PRODUCTS FOR BODY CARE	**440.1**	**-3.0**	**166.1**	**-8.5**	**750.2**	**0.0**	***391.4***	***-2.1***	**1,356.4**	**-2.1**
Moisturisers, nutrients and exfoliant scrubs	91.6	-2.9	35.2	-13.1	84.0	6.2	*41.4*	*3.8*	210.8	-1.5
Multi-purpose creams	30.9	-0.3	1.8	-25.2	43.1	-0.5	*22.5*	*-2.1*	75.8	-1.2
Body waters and oils	15.6	7.1	9.9	-6.6	6.1	22.3	*4.0*	*24.7*	31.6	4.8
Anti-cellulite products	65.5	-20.5	11.8	-18.4	22.8	-17.7	*12.6*	*-20.2*	100.2	-19.6
Firming agents, specific zone and anti-ageing products	34.3	-1.8	9.1	-10.4	16.5	-3.5	*10.4*	*-5.4*	59.9	-3.7
Deodorants and antiperspirants	58.6	0.9	23.9	-7.3	330.4	-0.2	*191.0*	*-2.1*	412.9	-0.5
Hair removers	3.9	-9.8	4.3	-12.3	63.6	-5.0	*38.7*	*-6.6*	71.8	-5.7
Sunscreens and pigmenting products	139.6	4.2	70.1	-3.7	183.6	2.0	*70.8*	*0.5*	393.4	1.7
9. PRODUCTS FOR BODY HYGIENE	**254.4**	**-2.1**	**48.4**	**-12.6**	**785.0**	**-1.6**	***450.3***	***-3.0***	**1,087.8**	**-2.3**
Soaps and syndets	35.6	-4.4	3.6	-5.1	76.7	-2.5	*44.1*	*-2.1*	115.9	-3.2
Liquid soaps	12.9	-1.5	2.0	-4.7	141.9	-2.2	*87.1*	*-3.4*	156.8	-2.2
Bath and shower foams, salts, powders and oils	50.5	-1.0	36.3	-14.9	371.2	-0.9	*213.9*	*-2.5*	457.9	-2.2
Talcs and powders	3.8	-0.3	3.1	-4.9	22.8	-0.4	*11.6*	*-0.9*	29.7	-0.8
Products for foot hygiene	21.7	-5.7	1.0	-4.8	19.6	-6.8	*14.6*	*-6.8*	42.4	-6.2
Products for intimate hygiene	129.8	-1.3	2.4	-5.1	152.8	-1.9	*78.9*	*-4.0*	285.1	-1.6
10. PRODUCTS FOR ORAL HYGIENE	**131.0**	**-1.0**	**4.4**	**0.0**	**549.4**	**-0.9**	***307.6***	***-2.3***	**684.8**	**-0.9**
Toothpastes	59.2	-4.8	4.0	0.0	446.4	-1.1	*246.2*	*-2.5*	509.7	-1.6
Mouthwashes, breath fresheners	71.8	2.4	0.4	0.0	103.0	0.3	*61.4*	*-1.5*	175.1	1.1
11. SKIN CLEASING PRODUCTS FOR INFANTS	**100.8**	**-1.7**	**4.7**	**0.0**	**48.1**	**-4.3**	***29.7***	***-5.1***	**153.6**	**-2.5**
12. PRODUCTS FOR MEN	**13.2**	**-10.6**	**44.9**	**-12.3**	**134.0**	**-4.9**	***67.8***	***-7.3***	**192.2**	**-7.1**
Soaps, shaving foams and gels	5.1	-14.1	6.5	-10.1	74.8	-3.4	*37.8*	*-4.9*	86.4	-4.6
After shave products	4.2	-9.8	12.0	-11.4	46.6	-5.8	*22.7*	*-8.8*	62.8	-7.2
Treatment creams	4.0	-6.6	26.4	-13.3	12.7	-9.7	*7.3*	*-14.6*	43.0	-11.7
13. ALCOHOL-BASED PERFUME PRODUCTS	**7.6**	**10.1**	**787.9**	**-3.3**	**145.2**	**-4.4**	***26.1***	***-13.1***	**940.8**	**-3.4**
Toilet waters and perfumes for women	7.3	10.5	499.9	-2.9	72.1	-4.6	*13.0*	*-12.9*	579.2	-3.0
Toilet waters and perfumes for men	0.4	2.8	288.0	-4.1	73.1	-4.1	*13.1*	*-13.3*	361.5	-4.1
14. GIFT PACKS	–	–	**101.1**	**-4.6**	**11.4**	**0.5**	***4.6***	***0.0***	**112.5**	**-4.1**
Gift packs for women	–	–	58.8	-4.3	4.8	0.5	*2.0*	*0.0*	63.6	-4.0
Gift packs for men	–	–	42.3	-4.9	6.6	0.5	*2.6*	*0.0*	48.9	-4.2
TOTAL TRADITIONAL CHANNELS	**1,750.7**	**-1.4**	**2,195.6**	**-4.0**	**4,281.4**	**-0.4**	***2,125.2***	***-3.4***	**8,227.6**	**-1.6**
15. DOOR-TO-DOOR SALES									**436.8**	**2.0**
16. MAIL ORDER SALES									**65.3**	**4.0**
17. PROFESSIONAL BEAUTY SALONS AND CENTRES									**256.2**	**-5.0**
18. HAIRDRESSING									**645.1**	**-6.0**
TOTAL CONSUMPTION									**9,631.0**	**-1.8**

Note: values are approximate to one decimal figure, therefore the partial sums of rows and columns may not be exact

Imports

	Quantities (tons)			Value (thousands of euro)		
	nov-11	nov-12	change %	nov-11	nov-12	change %
Shampoo	43,589	38,911	-10.7%	91,008	81,516	-10.4%
Hair preparations	453	366	-19.2%	2,614	2,190	-16.2%
Lacquers	3,779	1,817	-51.9%	13,517	7,240	-46.4%
Hair lotions and other products for hair care	28,599	28,828	0.8%	111,542	114,821	2.9%
Powders and compact powders	711	1,059	48.9%	19,958	21,660	8.5%
Creams and other products	39,304	39,345	0.1%	493,362	486,113	-1.5%
Lip make-up products	880	799	-9.2%	39,437	39,440	0.0%
Products for eye make-up	1,359	1,762	29.7%	67,434	79,380	17.7%
Nailcare products	3,518	3,459	-1.7%	58,372	63,146	8.2%
Toilet soaps	20,121	19,723	-2.0%	36,446	36,983	1.5%
Bath preparations	13,992	12,386	-11.5%	27,911	26,804	-4.0%
Personal deodorants	7,713	7,249	-6.0%	55,305	49,724	-10.1%
Toothpastes	26,419	24,882	-5.8%	85,719	83,648	-2.4%
Other preparations for oral hygiene	8,231	6,666	-19.0%	33,891	33,276	-1.8%
Shaving, pre-shave and after shave products	4,750	4,070	-14.3%	21,023	19,862	-5.5%
Perfumes and eau de parfums	8,058	7,169	-11.0%	115,668	113,641	-1.8%
Toilet waters and eau de colognes	7,812	7,219	-7.6%	232,205	207,947	-10.4%
Other perfume and toiletry products	6,275	6,254	-0.3%	37,884	38,654	2.0%
TOTAL	**225,563**	**211,964**	**-6.0%**	**1,543,294**	**1,506,044**	**-2.4%**

Imports - macro-categories

	Quantities (tons)			Value (thousands of euro)		
	nov-11	nov-12	change %	nov-11	nov-12	change %
Products for hair care	76,421	69,922	-8.5%	218,680	205,766	-5.9%
Products for make-up	6,468	7,079	9.5%	185,200	203,625	9.9%
Products for body care	39,304	39,345	0.1%	493,362	486,113	-1.5%
Personal hygiene	41,826	39,358	-5.9%	119,663	113,511	-5.1%
Oral hygiene	34,650	31,547	-9.0%	119,610	116,924	-2.2%
Products for men	4,750	4,070	-14.3%	21,023	19,862	-5.5%
Alcohol-based perfume products	15,870	14,388	-9.3%	347,872	321,588	-7.6%
Other products	6,275	6,254	-0.3%	37,884	38,654	2.0%
TOTAL	**225,563**	**211,964**	**-6.0%**	**1,543,294**	**1,506,044**	**-2.4%**

Exports

	Quantities (tons)			Value (thousands of euro)		
	nov-11	nov-12	change %	nov-11	nov-12	change %
Shampoo	69,121	69,898	1.1%	127,644	134,411	5.3%
Hair preparations	1,752	1,411	-19.5%	8,654	7,762	-10.3%
Lacquers	6,540	6,686	2.2%	16,970	18,734	10.4%
Hair lotions and other products for hair care	68,794	74,163	7.8%	332,565	375,707	13.0%
Powders and compact powders	3,824	3,870	1.2%	97,005	95,324	-1.7%
Creams and other products	46,024	42,334	-8.0%	475,598	495,938	4.3%
Lip make-up products	1,598	1,853	16.0%	57,468	68,430	19.1%
Products for eye make-up	6,493	7,612	17.2%	203,832	240,141	17.8%
Nailcare products	1,122	2,953	163.2%	15,235	36,557	140.0%
Toilet soaps	53,324	66,005	23.8%	100,446	119,186	18.7%
Bath preparations	31,492	26,235	-16.7%	64,540	56,240	-12.9%
Personal deodorants	15,016	12,607	-16.0%	75,593	65,096	-13.9%
Toothpastes	3,144	3,576	13.8%	17,329	19,483	12.4%
Other preparations for oral hygiene	49,527	47,270	-4.6%	87,915	89,468	1.8%
Shaving, pre-shave and after shave products	14,200	13,310	-6.3%	45,619	44,110	-3.3%
Perfumes and eau de parfums	10,537	8,412	-20.2%	246,254	224,627	-8.8%
Toilet waters and eau de colognes	14,731	16,858	14.4%	394,798	442,913	12.2%
Other perfume and toiletry products	16,208	16,620	2.5%	80,776	84,765	4.9%
TOTAL	**413,447**	**421,674**	**2.0%**	**2,448,242**	**2,618,891**	**7.0%**

Exports – macro-categories

	Quantities (tons)			Value (thousands of euro)		
	nov-11	nov-12	change %	nov-11	nov-12	change %
Products for hair care	146,207	152,158	4.1%	485,834	536,614	10.5%
Products for make-up	13,037	16,288	24.9%	373,540	440,452	17.9%
Products for body care	46,024	42,334	-8.0%	475,598	495,938	4.3%
Personal hygiene	99,833	104,847	5.0%	240,579	240,522	0.0%
Oral hygiene	52,671	50,847	-3.5%	105,244	108,951	3.5%
Products for men	14,200	13,310	-6.3%	45,619	44,110	-3.3%
Alcohol-based perfume products	25,267	25,269	0.0%	641,052	667,540	4.1%
Other products	16,208	16,620	2.5%	80,776	84,765	4.9%
TOTAL	**413,447**	**421,674**	**2.0%**	**2,448,242**	**2,618,891**	**7.0%**

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