THE COSMETICS INDUSTRY: PRODUCTION, THE MARKET AND FOREIGN TRADE

The publication of Cosmetics by numbers is presented, as is traditional, on the occasion of Cosmoprof Bologna, which runs from 18 to 21 March 2016, as part of Statistics Dept. programme for the event. This analysis is very much conditioned by the fact that the picture gleaned from certain subgroups remains incomplete; much of the data relating to these groups is still to be collected by the research institutions which work with the Statistics Dept. The definitive data will be presented on the occasion of the Cosmetica Italia Board Meeting, which is due to take place on 28 June 2016.

The values for 2015 confirm the upward trend that has been seen in recent years, with the domestic market now worth more than 9,700 million euro, an increase of over two percentage points. Consumption levels are now higher than those recorded in 2010, and the emergence of new sales channels, as well as those within traditional channels, has been confirmed, prompted by new consumer tendencies, with buyers looking to find a balance between their financial resources and the need to take care of themselves. Whilst awaiting confirmation of the move into a period of growth, consumers are remaining loyal to more economical price categories and channels, as well as continuing to purchase premium products, leading to the marginalisation the mid-price range. We can nonetheless state with some certainly that the cosmetics industry has only marginally felt the crisis, having long established itself as a category which is characterised by "physiological" consumption of goods, and one which is largely indifferent to economic downturns.

With the resilience that has come to epitomise their business strategy and allowed them to channel their high-quality products towards new domestic and foreign markets. Italian companies have drawn opportunities for growth from these new consumer tendencies, as confirmed by the sector's economic indicators which place investment in innovation and qualification of production capacity in pole position. The value of cosmetic exports has been adding to this growth for some time now; indeed, in 2015, this topped 3,800 million euro (+14%), helping Italian companies in the sector not only to maintain but to increase their turnover, in sync with domestic market, which finally appears to be recovering. As a matter of fact, production values have grown by more than six percentage points, pushing the total to 10,000 million euro and further confirming the strengthening of the cosmetic industry.

Italian cosmetics market

+2.2%
Variation between 2014 and 2015

Production of cosmetic products in 2015

10,030
million euro

Exports of cosmetics

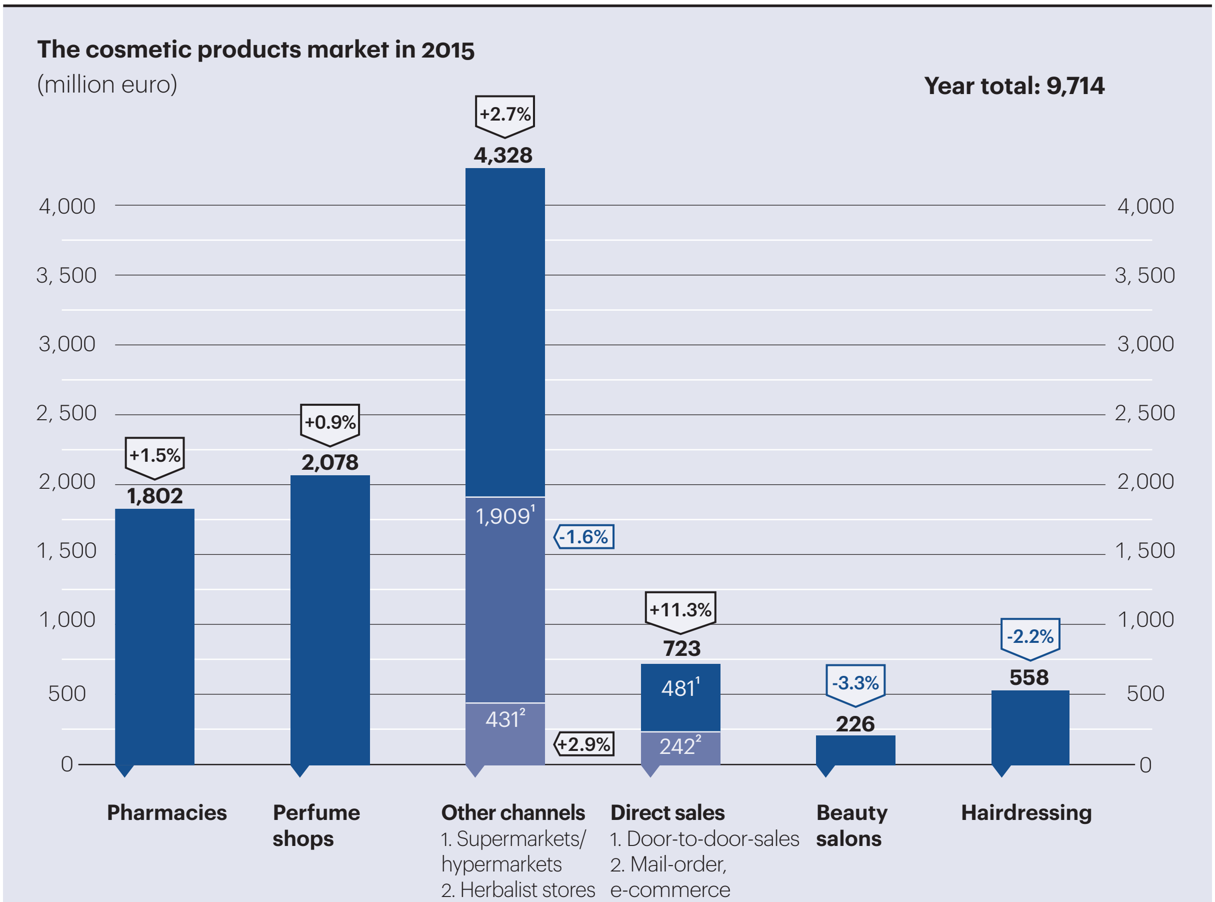
+14.3%
Variation between 2014 and 2015

Trends across the various channels in 2015

+2.5%
Direct sales

-3.3%
Beauty salons

THE MARKET: CHANNELS



According to the most recent updates to the analyses which focus first and foremost on online sales and specialist channels, the consumption value for cosmetics in Italy in 2015 exceeded 9,700 million euro, an increase on the previous year of 2.2%. A satisfactory result, then, particularly considering the effects that the global crisis in autumn 2008 had on purchasing propensity, with a significant influence on Italian consumers in subsequent periods. The consumption of cosmetics in Italy has long been considered an 'essential', and as such, while the negative economic situation of recent years has had an effect on purchases in terms of volume, it has not affected quantities: and today, we are also witnessing a significant increase in value, too.

Sales of cosmetics in the **pharmacy** channel serve to reiterate that trends in demand are positive overall, despite these being a little less dynamic than in recent periods. In 2015, sales have reached 1,800 million euro, with a growth rate of 1.5%. The cosmetics sold in this channel represent 18.6% of the total volume, a proportion that is growing steadily, proving that consumers place a great deal of trust in pharmacies as sales outlets, relying on the degree specialisation and service they receive here - far superior to other distribution points. Compared to other sales channels, pharmacies are strengthening their investment in cosmetics and in specialist training for sales teams, and indeed, this is reinforced by the impact of promotions and offers, in addition to an increasingly close relationship between companies and pharmacists, who are working together to invest in the identity of the pharmacy and its position within the market, as well as turning their focus to customers.

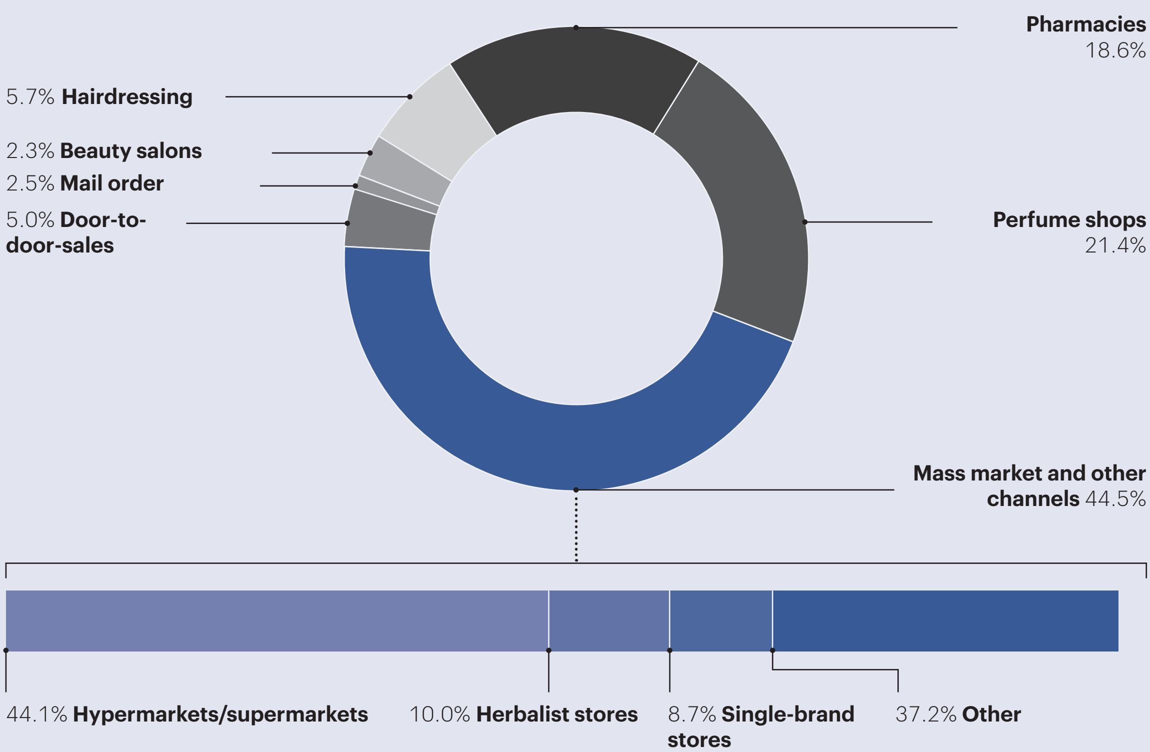
In 2015, the positive trend seen in cosmetics sold in **herbalist stores** in recent years continued, and indeed levels of internal growth rates in this area remain above average. The value of sales (close on 430 million euro, with a growth of nearly three percentage points) nonetheless confirms the strength of this channel, which represents 4.4% of total Italian consumption. While it is true that more and more consumers are expressing an interest in the world of "natural and green" products, and are increasingly devoted to "naturally-derived cosmetics", it is also true that the attention is distributed across other channels too, where the range of "green" products on offer is growing.

In **perfume shops**, consumption seems to bear testament to the slow-down of the economic involution and the downsizing of the channel, as well as the transformation of selective distribution methods: in 2015 too, the tensions in some types of retail outlet have left a degree of space for the (albeit slow) growth in consumption, which increased by a percentage point, with a sales value of 2,078 million euro, or 21.4% of total consumption in Italy. Despite support actions such as new launches, stock reduction and dynamic pricing policies, some independent retail outlets are still in difficulty. Indeed, the dichotomy between the static nature of many traditional or neighbourhood perfume shops and the dynamics of success which characterise both chain stores and small distribution companies is still evident - the latter have succeeded in capitalising on the concept of niche, exclusive products, new distribution strategies and new investments which emphasise the selective nature of the channel.

In line with trends seen in the last few years, **mass market** sales which cover more than 40% of the national cosmetics market have seen significant growth - more than 2%, to be precise - with a value approaching 3,900 million euro in 2015. If the values of the herbalist stores are included in this, the figure rises to more than 4,300 million euro. Companies working within this channel have made significant investments in products in this category, and attempted to optimise price positioning. The profound transformation of strategies designed to adapt to the new purchasing options available continues, giving rise to uneven trends across the various types of distribution outlets: on the one hand, we note the success of the specialized mass market sector - i.e. chains dedicated to personal care and home - while on the other, trends show that sales have slowed across most large stores, falling by nearly two percentage points, for a value of 1,900 million euro. The growth and the dynamic impact of the new single-brand stores has also been hampered.

In 2015, **direct sales** (either door-to-door-sales or mail-order), which account for

Weight of distribution channels in 2015

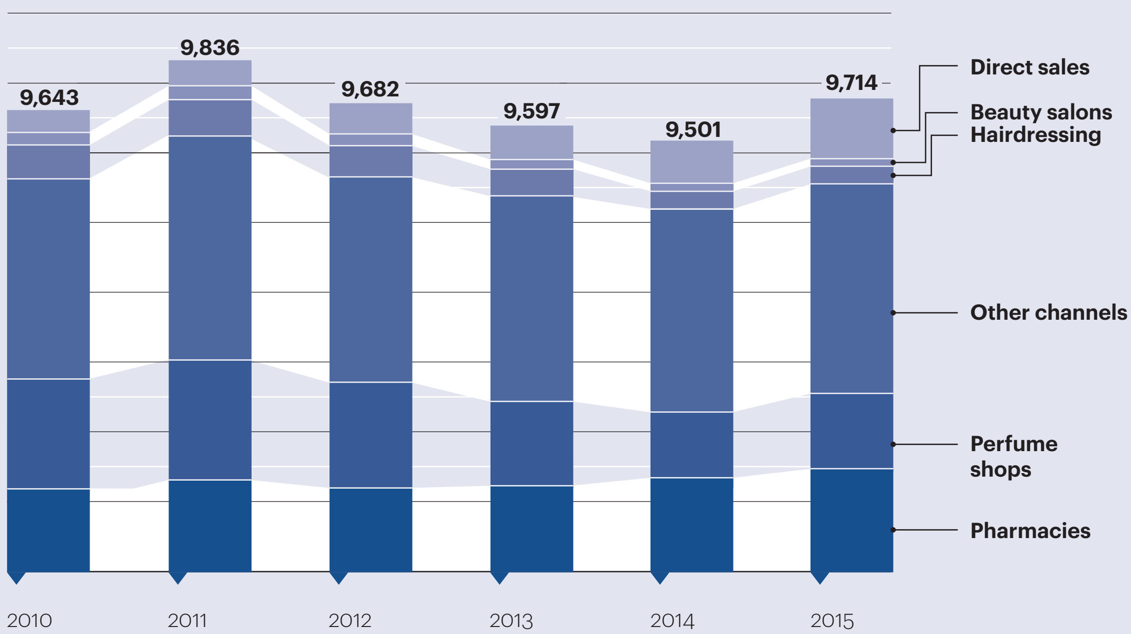


more than 7.5% of total cosmetics consumption, continue to score more positive trends than other channels, mainly due to the impact of online sales: growth has reached ten percentage points, with a sales volume of more than 720 million euro at year-end. During the crisis years, door-to-door-sales particularly proved to be most able to meet the changing consumption requirements compared to traditional channels, helped by new sales techniques and digital communications, which are becoming increasingly fundamental. But in recent years, online sales have been the real phenomenon - indeed, the results have been revised and adjusted to place this channel at the top in terms of statistics, with strong growth, to the tune of around 170 million euro at the end of 2015. Inevitably, door-to-door-sales demonstrate growth rates that are above the market average: going forward, it will become necessary to separate the e-commerce value from the other results, in order to better understand the evolution of the aforementioned, both as a new channel and a commercial strengthening tool.

2015 was also the year in which we witnessed a reduction in consumption of cosmetics across **professional channels** - the only area to record a decrease, with a value of just under 790 million euro, or 8% of total consumption. The negative economic situation is still hitting beauty and hairdressing salons harder than traditional channels. Salons are receiving fewer clients and are shifting their consumption to alternative channels, do-it-yourself and substitute products, with a clear reduction not only in cosmetics linked to the actual salon service but also in retail products. Consumption at beauty salons fell accordingly, dropping by 3.3%, for a value of approximately 230 million euro. **Beauty salons** have suffered more than the rest from an inability to redesign their identity, which, in the eyes of consumers, is increasingly geared towards the qualification of the service, of those who practice it and of the environment in which these services are delivered.

And while negative trends have slowed of late, the situation is equally gloomy for **hairdressing salons**, with a decline of 2.2% to the tune of 560 million euro: the general decrease in visits to salons has been having a negative effect on the industry for more than five years, even though many professionals have reacted by proposing strategies to separate the services and treatments offered.

Historical trend of consumption
(million euro)



THE MARKET: PRODUCTS

Just like every year, the Statistics and Business Culture departments of Cosmetica Italia has carried out a detailed analysis of consumption by product family and the relative subgroups, cross-checking the data obtained from various research institutes with the existing databases and the analyses derived from internal statistics, which are constantly updated for each sales channel. Signs of internal evolution are visible across all channels, along with the ongoing attention paid by companies to changes in the market. The commitment of businesses to quality, service, research and innovation is also clearly in evidence. The expansion of the mix, the segmentation of the product offering in the sector, the lack of loyalty to a specific channel and the polarization of consumption are the new conditions that are influencing business strategies. 2015 saw a renewed increase in companies engaging in communication and promotion activities on the internet and on social media, as well as those engaging in "*gamification*", all of which have become essential business tools.

PRODUCTS FOR BODY CARE

In 2015 too, the segment given over to body care was still the main consumption group for Italian habits, covering 16.2% of total sales for a value of 1,327 million euro. The general growth of the sector (by a total of three percentage points) has been particularly evident in the various product subcategories. Sunscreens and pigmenting products grew by 9.4%, with a sales value of over 400 million euro, followed by the deodorants and antiperspirants subcategory, which grew by 1.1%, for a volume of just under 410 million euro. The decline in anti-cellulite products was significant (down by 7.1% at 83 million euro), while with regard to moisturisers, nutrients and exfoliant scrubs, the situation is more or less stable, with a sales value of nearly 200 million euro for 2015. The growth of multipurpose creams, particularly in pharmacies, was also notable.

Social media marketing and listening to the web: solid realities

Multi-functionality and attention to consumer views

PRODUCTS FOR FACE CARE

Products dedicated to skin-care account for more than 15% of the total consumption of Italian cosmetics, with a value of 1,256 million euro, and this area has clawed its way back into recovery by just under one percentage point, after a number of years at a standstill.

2015 was a year characterised by positive trends in the perfume shop and pharmacy channel, whilst in mass market outlets, sales fell significantly. An analysis of individual product trends reveals good performance in the first category in terms of value, with anti-ageing and anti-wrinkle creams up by 3.1%, for a value of over 520 million euro, whilst in the same product family, the second category, moisturising and nutrient creams, closed the year down by 3.1%, with a value of 262 million euro. Positive signs were seen in other segments too, with the face and eye detergents and make-up removers increasing by one percentage point in the last financial year.

HAIR PRODUCTS

In addition to resale products and those used in salons, the figures for hair and scalp care products sold in retail channels are also of note: in 2015, the latter declined by a whole percentage point, for a value just above 1,100 million euro, in third place with 13.3% of sales in traditional channels. Shampoos, with sales worth 480 million euro, closed the year down by a percentage point too; this was balanced by the 1% growth seen in post-shampoo treatments, balsams and masks, with a value of 145 million euro, while dyes and coloured mousses – the second product family in terms of value in the category – closed the year above quota by 237 million euro, with a decline of 2.4%.

PERSONAL CLEANSING

The family of products dedicated to personal cleansing is recovering after a number of bad seasons, rising by 1.3% with a sales value of more than 1,060 million euro. Talcs and soaps and syndets were the only subcategory to see a decline. Shower and bath liquids, salts, powders and oils grew significantly, + 2.8%, with a value of more than 440 million euro, while liquid soaps also made an excellent recovery, + 1.5% for over 155 million euro. Sales in pharmacies and large retailers were also healthy.

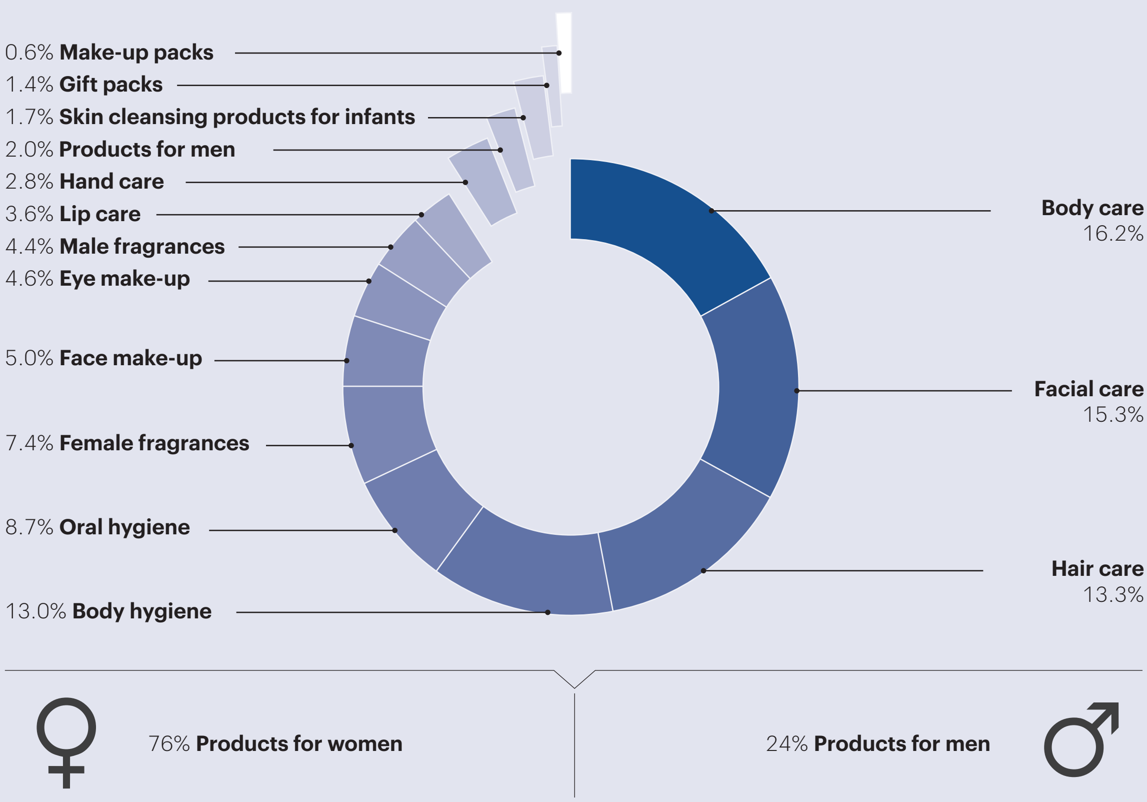
ALCOHOL-BASED PERFUME PRODUCTS

Sales of male and female fragrances also grew in 2015 by 3.6% and 2.7% respectively, bringing the value of this product family to more than 970 million euro. The new dynamics demonstrated by the leading sales channel, perfume shops, were crucial, leading to a growth of 2.1%, and the distribution policies pursued by specialised chains proved to be equally important, with the latter selling more than 140 million euro worth of product, + 8% compared to 2014.

MAKE-UP

In 2015, make-up products also demonstrated a positive trend, with much more sustained performances than those seen in the sector in recent years, thanks mainly to the mass presence of single-brand distribution points and corners. The eye make-up subcategory did well (+ 7.3%), while face make-up grew by 3.6%, and make-up packs went up by 1.1%. Meanwhile, products for hand care remained stable, while lip products demonstrated a superb recovery (+ 9.8%). Although specialised mass market retailers occupy an important position, the new position of pharmacies is of particular note.

Composition of the cosmetics market in 2015

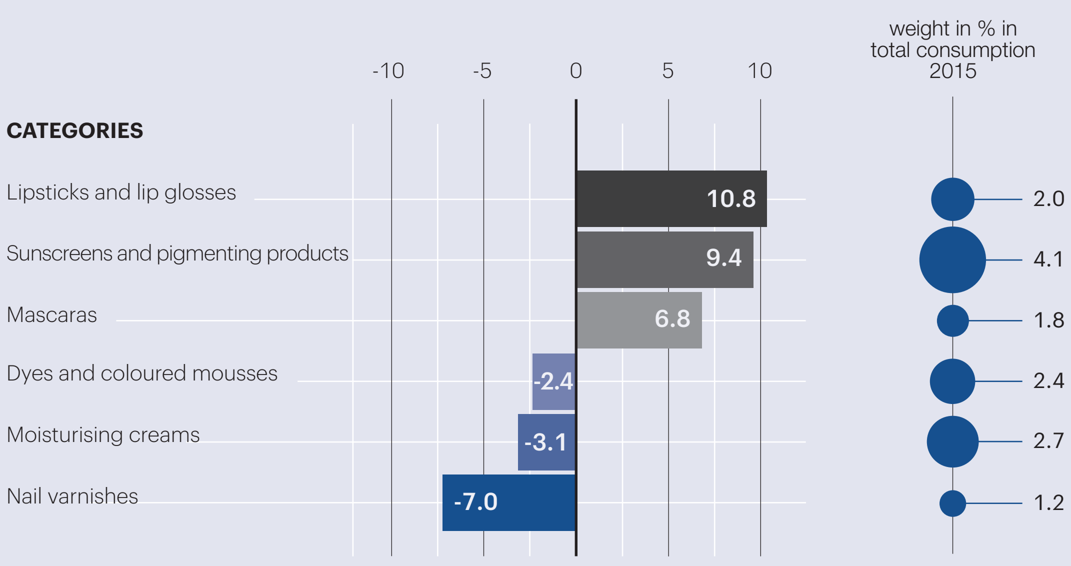


A COMPARISON OF THE TRENDS

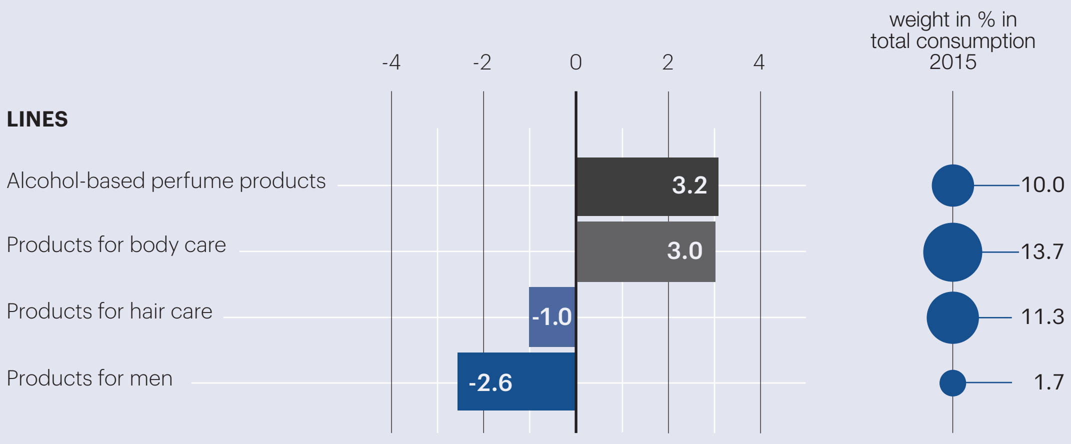
The analysis of trends, both positive and negative, across product families and individual products allows us to highlight the most obvious phenomena in terms of the data gathered for 2015. The most significant developments in terms of growth were seen in the liners and pencils subcategory (+ 14.2%), along with that pertaining to sales of lipsticks and lip glosses (+ 10.8%), and, in terms of value, sunscreens and pigmenting products (+ 9.4%). The situation across masculine products has been characterised by generalised negativity, with a decline of 2.6% to the tune of 163 million euro, whilst the value of products for cellulite also fell by 7.1%, as did that of nail varnishes (- 7%), although the results for the latter are perhaps due to the decline in prices in relation to quantities purchased.

The redistribution of purchase options and consumer habits, both of which have been fluctuating for a number of years, has certainly had a marked effect on the above statistics These elements have determined the success of new distribution companies and of products that can respond effectively to new trends and consumer demands.

Who's going up, who's going down



Percentage variations, '15/'14 values



Percentage variations, '15/'14 values

TURNOVER FOR THE COSMETICA ITALIA SUPPLY CHAIN

In 2015, the global turnover for the Italian cosmetics industry - or in other words, the value of **production** - exceeded 10,000 million euro. After four years characterised by falling sales, the domestic market is now in significant recovery (reflecting national consumption), growing by 2.2%, which has had a positive impact on the turnover of domestic companies, who are once again buoyed up exports. Awaiting the latest updates to the ISTAT data, we can observe an increase in **foreign sales** equal to 14.3% in comparison to the previous year, with an approximate value of more than 3,800 million euro; similarly, the data from 2016 is so far demonstrating development rhythms and logics along the same lines.

In terms of sell-in vales in the **domestic market**, with regard to outlet channels, only the performance of professional channels has had an impact; and while the trend is still negative, the decline has slowed, after the sharpest decline recorded in 2013 (7.7%), with a sell-in value of 661 million euro: the decrease in those visiting beauty centres and hairdressing salons is to be expected, even if this sector is showing modest

Evolution **The cosmetics industry** (millions euro)	FINAL FIGURES 2013	FINAL FIGURES 2014	CHANGE %2014/13	PRE-FINAL FIGURES 2015	CHANGE %2015/14	FORECASTS %2016/15
Turnover Italy	**6,131**	**6,088**	**-0.7**	**6,220**	**2.2**	**1.5**
Traditional channels	5,429	5,411	-0.3	5,559	2.7	2.0
Professional channels	702	677	-3.5	661	-2.5	-1.5
Exports	**3,178**	**3,331**	**5.5**	**3,810**	**14.3**	**10.0**
Global turnover of the cosmetics industry	**9,309**	**9,419**	**1.2**	**10,030**	**6.6**	**5.0**

signs that it is evolving and changing its offering. Forecasts for next year show some improvement, but still with negative trends affecting the professional sector.

The increase in turnover of businesses investing in **traditional channels** was significant, at +2.7%, with a production value exceeding 5,550 million euro. In line with the constant reshaping of consumption, even within channels, direct sales, those in herbalist stores and sales in some specialist mass market areas have responded to changes in consumer behaviour with a trend which demonstrates a major recovery. Certainly the new situation with regard to online sales and the development of specialised mass market retailers is having a marked effect on recovery of the Italian market, despite the sluggish trends still in evidence for large retail outlets and in the aforementioned professional areas.

At international level, a general recovery can now be observed, in the wake of a climate of generalised uncertainty and mistrust which affected the markets especially in the 2012-2013 period. This has led to the significant results seen for Italian cosmetic exports in 2015, which has in this case proved to be more dynamic than the growth in other countries' exports, with the obvious gains in penetration quotas. The Italian cosmetics industry is recognised worldwide for its innovative formulations and the dynamic service offered by its manufacturers. It is these characteristics that have enabled this Italian industry to make a name for itself on both traditional and emerging markets.

Like last year, the Statistics Dept. has launched an analysis which has been extended to cover the **cosmetics industry** as a whole, with a view to proposing, with the necessary adjustments, a supply chain system which offers a dynamic and rational overview of the phenomena which affect the chain at various levels, upstream to downstream. From cosmetic ingredients to production machinery, packaging and the finished product, this analysis provides an overview of the "long" supply chain of the Italian cosmetics industry. The value of the total industry turnover has hit the 14,365 billion euro mark, with a positive trend in 2015, showing a recovery of more than six percentage points, which has been further reinforced by forecasts for 2016. The year is expected to close positively, with growth of around 3.5%.

From raw materials, which recorded a turnover of approximately 900 million euro, to machinery, with 300 million and packaging, at the 3,140 million euro mark, the cosmetics supply chain demonstrates both a number of common traits and, obviously, various particular characteristics. The companies further upstream, for example, clearly lean towards exports, and in the case of machinery, the export-production ratio is at 74%, while room for improvement is expected for the sector dealing with finished products. Over the course of discussions with operators from each individual area, a range of interesting factors have emerged, contributing to a greater understanding of the dynamics of supply chain transitions: constant investment in research and innovation is common to all, as are complaints by several parties regarding the difficulty of predicting scheduled, ongoing orders, a sign of prudence which continues to affect markets.

Structure of the Cosmetica Supply Chain
(million euro)

	INDUSTRY	RAW MATERIALS	MACHINERY	PACKAGING	SUPPLY CHAIN TOTAL
Turnover 2014 (var.% 2014/13)	**9,419** (+1.2%)	**870** (+2.5%)	**295** (+2.0%)	**2,990** (+2.1%)	**13,574** (+1.5%)
Turnover 2015 (var.% 2015/14)	**10,030** (+6.6%)	**895** (+3.0%)	**300** (+2.0%)	**3,140** (+5.0%)	**14,365** (+5.8%)
Estimated change % 2016/15	+5.0%	+2.0%	+3.0%	+3.0%	+3.5%
Export 2015 (var.% 2015/14)	**3,810** (+14.3%)	**305** (+3%)	**225** (+1%)	**1,500** (+3%)	**5,840** (+8.5%)
2015 exports/turnover	**38%**	**34%**	**74%**	**48%**	**41%**

THE KEY FACTORS

- recovery expected for packaging; growth of domestic and European market
- production lots are still low, with difficulty linked to planning
- distribution is fragmented
- investment and innovation (machinery) linked to system flexibility
- generalised growth in orders

IMPORTS AND EXPORTS

The renewed competitive edge of Italian cosmetics companies within foreign markets had let to the further expansion of the **trade balance**, which has reached a record 2,000 million euro. As a result of this excellent performance, the export-production ratio has hit 38%: this percentage is constantly on the rise, but still relatively low for an industry recognised for its service and very high quality standards. Improvements in global consumption, which began in late 2013, will provide new opportunities in the coming years to further expand the competitiveness of "Made in Italy" cosmetics.

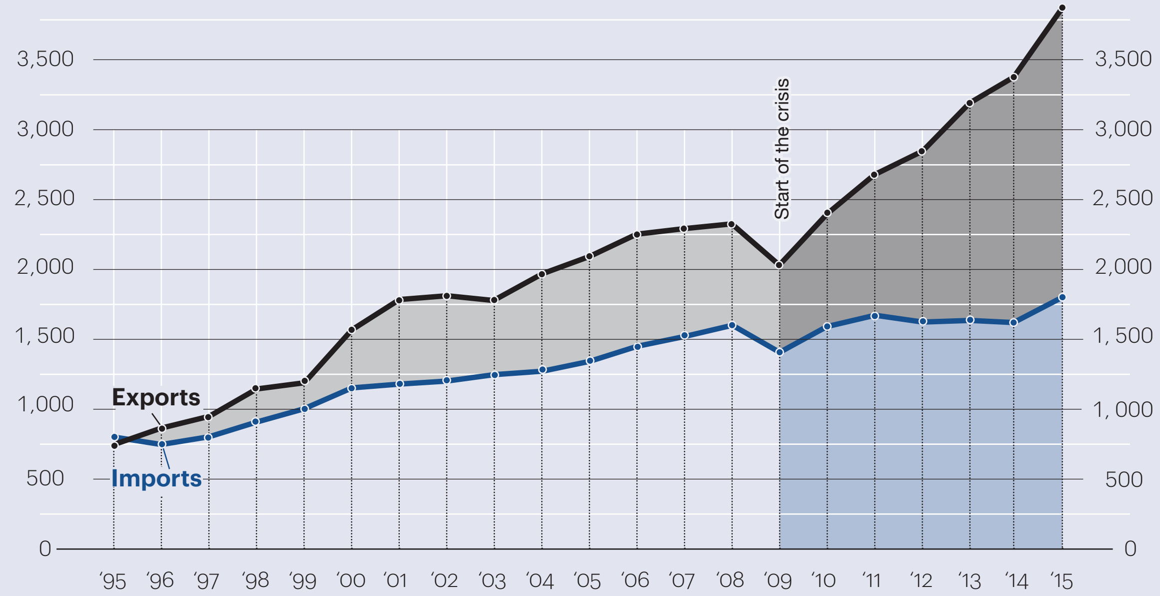
The analysis of export data for Italian cosmetics by destination confirm the successful evolution of this sector: of the top ten countries in terms of sales, in fact, the majority are demonstrating strong levels of performance, and only Russia and Greece, who have been hard hit by the domestic consumption crisis, have reduced their imports from Italy. Conversely, the growth of areas that have long been important for Italian exports is significant; for example France (+11.7%), which is back in first place after being

Cosmetics trade balance
(million euro)

	2011	2012	2013	2014	CHANGE %2014/13	PRE-FINAL FIGURES 2015	FORECAST %2015/14
Imports	1,660	1,626	1,653	1,685	+2.0	1,810	+7.4
Exports	2,671	2,861	3,178	3,335	+5.5	3,810	+14.3

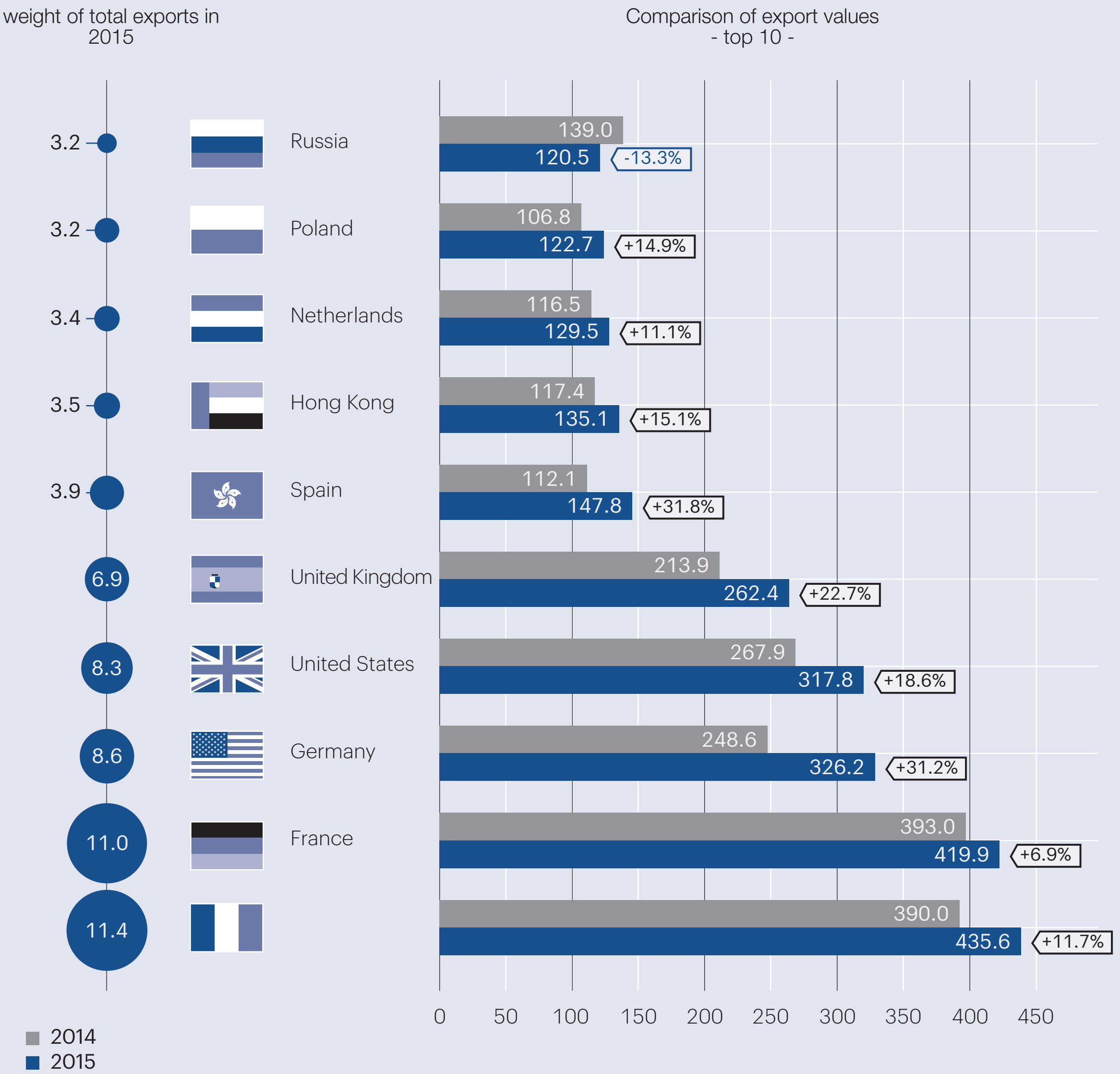
2,000
2015 trade balance

38.0%
2015 exports/turnover



* 2013 values, re-validated by 'ISTAT

Italian cosmetics industry exports



Source: Processing by Cosmetica Italia Statistics Dept. of ISTAT data, values in millions of euro

overtaken by Germany in 2014, and above all the United States (+31.2%), now close to 330 million euro. A significant growth of more than 15% has also been recorded for exports to the United Arab Emirates: a market that, due to various economic policies of recent years, will play an increasingly prominent position in the Italian export field. If we widen our view to the top twenty countries, we can see that Japan, Singapore, Korea and Turkey - increasingly important players in the international economic panorama - are gaining an ever stronger foothold amongst the preferred export destinations for Italian cosmetics. 2015 saw extremely positive trends for Belgium (+32.8%), Japan (+ 23.1%), and Denmark (+16.7%).

The ranking for the most-exported Italian product families in the world sees hair products taking first place, with a value of over 750 million euro (+ 13%), followed by make-up products, at 704 million (+ 17%). Individually-speaking, the best-selling products are creams, with a value of more than 670 million euro (+ 17.9%) and toilet waters and colognes, valued at 620 million euro (+ 12.2%).

Consumption of cosmetic products in 2015

(millions of euro and var.% '15/'14)

	Pharmacies		Perfume shops		Other channels		*of which super-markets and hypermarkets*		TOTAL	
1. HAIR AND SCALP CARE	**178.8**	**2.2**	**57.1**	**-12.3**	**857.2**	**-0.8**	***447.1***	***-3.8***	**1,093.1**	**-1.0**
Shampoos	91.4	-0.2	10.4	-7.6	377.8	-0.4	*202.1*	*-2.6*	479.6	-0.6
Lotions and shock treatments	52.8	5.4	1.4	-11.0	16.4	4.3	*8.0*	*0.6*	70.6	4.7
Dyes and coloured mousses	21.6	3.6	26.5	-14.1	189.2	-1.2	*85.5*	*-6.7*	237.3	-2.4
Lacquers	0.6	8.0	5.3	-12.5	71.5	-2.2	*36.7*	*-4.8*	77.4	-3.0
Post-shampoo treatments, balsams and masks	11.6	4.9	6.9	-7.9	126.8	1.0	*74.2*	*-2.3*	145.3	0.9
Fixers and structuring mousses	0.2	-0.9	2.6	-15.7	30.4	-4.1	*14.8*	*-7.6*	33.2	-5.1
Gels, waters and gums	0.6	-7.1	4.1	-15.7	44.9	-3.7	*25.9*	*-5.7*	49.7	-4.9
2. PRODUCTS FOR FACE CARE	**485.2**	**1.2**	**420.2**	**1.6**	**350.7**	**-0.9**	***185.1***	***-4.0***	**1,256.1**	**0.7**
Face and eye detergents and make-up removers	47.5	2.9	36.0	0.5	62.6	-0.1	*32.4*	*-3.3*	146.1	1.0
Facial tissues	3.3	-14.5	4.7	0.0	37.8	0.3	*16.6*	*-1.1*	45.7	-0.9
Toning lotions	6.3	2.7	16.9	3.3	15.4	2.6	*10.0*	*-0.8*	38.6	2.9
Periocular area and specific zones	42.3	0.1	72.5	2.1	15.5	-1.5	*10.0*	*-5.4*	130.3	1.0
Moisturising and nutrient creams	106.9	-3.8	55.3	1.6	99.9	-4.8	*50.8*	*-8.0*	262.1	-3.1
Anti-ageing and anti-wrinkle creams	207.8	5.6	209.1	1.5	103.2	1.5	*59.4*	*-2.0*	520.1	3.1
Masks and exfoliant scrubs	9.8	-1.1	15.8	-0.9	10.8	-0.3	*3.0*	*-4.9*	36.4	-0.8
Products for skin impurities	45.8	-4.0	10.0	4.4	3.2	1.6	*1.5*	*-2.3*	59.0	-2.4
Depigmenting products	15.5	-0.1	-	-	2.3	3.3	*1.4*	*-2.5*	17.9	0.3
3. PRODUCTS FOR FACIAL MAKE-UP	**58.8**	**3.8**	**181.7**	**0.3**	**168.0**	**7.3**	***18.5***	***-6.0***	**408.5**	**3.6**
Foundations and coloured creams	31.1	8.7	100.8	0.2	88.1	3.7	*10.0*	*-7.1*	220.0	2.7
Face powder	4.9	-1.8	14.9	0.3	23.1	8.3	*2.8*	*-8.4*	42.9	4.2
Cheek correctors, blushes and clays	22.8	-1.1	66.0	0.6	56.8	13.0	*5.7*	*-2.5*	145.5	4.8
4. MAKE-UP PACKS	**0.0**	**15.2**	**34.7**	**0.5**	**14.6**	**2.4**	***2.6***	***0.0***	**49.4**	**1.1**
5. PRODUCTS FOR EYE MAKE-UP	**32.1**	**9.6**	**142.7**	**0.9**	**203.3**	**12.0**	***22.2***	***-1.8***	**378.2**	**7.3**
Shadows	3.8	24.3	25.9	-0.5	44.4	9.7	*1.9*	*-2.4*	74.1	6.5
Mascaras	19.7	18.8	67.6	-0.3	85.0	10.4	*12.9*	*-4.3*	172.3	6.8
Liners and pencils	8.7	-10.7	49.2	3.3	73.8	15.3	*7.4*	*3.0*	131.8	8.5
6. PRODUCTS FOR LIP CARE	**46.7**	**1.0**	**89.8**	**-2.2**	**162.1**	**15.3**	***23.9***	***0.1***	**298.6**	**9.8**
Lipsticks and lip glosses	11.4	-4.0	73.7	5.3	109.6	16.9	*7.6*	*-5.1*	194.7	10.8
Liners and pencils	1.2	-1.6	15.7	5.9	21.7	22.3	*0.8*	*8.2*	38.6	14.2
Protections, colourless foundations and sun sticks	34.1	2.9	0.5	6.7	30.8	6.1	*15.5*	*2.4*	65.3	4.4
7. PRODUCTS FOR HAND CARE	**35.8**	**5.0**	**36.7**	**-13.0**	**159.7**	**2.6**	***37.2***	***-4.0***	**232.2**	**0.1**
Creams, gels, lotions and nail products	28.4	6.8	5.1	-11.7	48.5	19.7	*18.8*	*1.2*	82.0	12.5
Nail varnishes	6.1	-1.4	25.8	-15.0	86.0	-4.7	*10.1*	*-10.9*	117.9	-7.0
Solvents and other products	1.3	-0.5	5.8	-3.9	25.2	0.9	*8.2*	*-6.2*	32.3	-0.1

	Pharmacies		Perfume shops		Other channels		*of which super-markets and hypermarkets*		TOTAL	
8. PRODUCTS FOR BODY CARE	**446.2**	**1.2**	**135.7**	**0.3**	**745.5**	**4.5**	***356.0***	***0.7***	**1,327.4**	**3.0**
Moisturisers, nutrients and exfoliant scrubs	86.8	-1.0	28.3	-3.9	83.9	1.3	*37.2*	*-2.8*	199.0	-0.5
Multipurpose creams	36.0	7.0	1.3	4.5	42.2	5.8	*20.5*	*6.0*	79.6	6.3
Body waters and oils	16.7	0.1	6.9	4.5	6.8	37.4	*3.4*	*22.3*	30.4	7.6
Anti-cellulite products	55.1	-9.4	9.8	-1.4	18.6	-2.6	*8.6*	*-7.2*	83.4	-7.1
Firming agents, specific zone and anti-ageing products	35.3	1.2	6.6	-4.1	18.2	-0.8	*10.0*	*-6.9*	60.1	0.0
Deodorants and antiperspirants	57.4	0.3	17.3	-3.3	334.9	1.5	*180.9*	*-0.9*	409.6	1.1
Hair removers	2.6	-24.9	3.1	4.5	57.3	0.5	*31.0*	*-5.7*	63.0	-0.7
Sunscreens and pigmenting products	156.3	6.7	62.4	3.4	183.6	14.0	*64.4*	*11.7*	402.3	9.4
9. PRODUCTS FOR BODY HYGIENE	**266.2**	**1.5**	**36.1**	**-3.9**	**761.9**	**1.5**	***410.5***	***-0.4***	**1,064.3**	**1.3**
Soaps and *syndets*	37.7	2.0	3.4	0.0	66.4	-3.8	*36.5*	*-6.2*	107.4	-1.7
Liquid soaps	14.7	9.9	1.9	0.0	139.0	0.7	*80.5*	*-1.2*	155.6	1.5
Bath and shower foams, salts, powders and oils	51.1	2.0	25.0	-5.5	364.2	3.5	*197.3*	*1.8*	440.3	2.8
Talcs and powders	3.3	-5.3	2.8	0.0	22.6	-0.9	*11.3*	*-0.9*	28.6	-0.4
Products for foot hygiene	19.0	4.3	1.0	0.0	17.5	2.5	*11.6*	*-2.7*	37.5	3.4
Products for intimate hygiene	140.4	0.1	2.2	0.0	152.2	0.3	*73.4*	*-1.6*	294.9	0.2
10. PRODUCTS FOR ORAL HYGIENE	**137.9**	**1.1**	**4.4**	**-0.3**	**569.9**	**2.1**	***303.2***	***1.0***	**712.3**	**1.9**
Toothpastes	61.8	-1.1	4.0	0.0	452.8	1.0	*237.0*	*-0.2*	518.6	0.7
Mouthwashes, breath fresheners	76.2	2.9	0.4	0.0	117.2	6.4	*66.2*	*5.6*	193.7	5.0
11. SKIN CLEANSING PRODUCTS FOR INFANTS	**91.5**	**-2.6**	**4.7**	**0.0**	**43.7**	**-0.5**	***24.5***	***-3.2***	**139.9**	**-1.9**
12. PRODUCTS FOR MEN	**10.9**	**-10.1**	**39.1**	**-0.3**	**113.3**	**-2.6**	***52.7***	***-7.0***	**163.2**	**-2.6**
Soaps, shaving foams and gels	3.7	-18.5	5.7	-0.3	63.7	-2.5	*30.5*	*-5.4*	73.0	-3.3
After shave products	3.7	-8.2	10.5	-0.3	40.0	-3.0	*17.5*	*-8.6*	54.1	-2.9
Treatment creams	3.5	-1.4	23.0	-0.3	9.6	-2.2	*4.7*	*-10.4*	36.1	-0.9
13. ALCOHOL-BASED PERFUME PRODUCTS	**11.5**	**22.5**	**792.3**	**2.1**	**166.5**	**8.0**	***20.5***	***-8.0***	**970.4**	**3.2**
Toilet waters and perfumes for women	11.0	22.8	507.3	2.1	87.3	10.9	*10.4*	*-8.1*	605.5	3.6
Toilet waters and perfumes for men	0.6	18.5	285.1	2.0	79.2	5.0	*10.1*	*-7.9*	364.9	2.7
14. GIFT PACKS	-	-	**103.5**	**5.1**	**11.4**	**0.0**	***4.6***	***0.0***	**114.9**	**4.6**
Gift packs for women	-	-	62.8	9.1	4.8	0.0	*2.0*	*0.0*	67.6	8.4
Gift packs for men	-	-	40.7	-0.5	6.6	0.0	*2.6*	*0.0*	47.3	-0.4
Total - traditional channels	**1,801.8**	**1.5**	**2,078.8**	**0.9**	**4,327.9**	**2.7**	***1,908.6***	***-1.6***	**8,208.4**	**2.0**
Door-to-door-sales									**480.9**	**2.5**
Mail order sales, e-commerce									**241.6**	**34.3**
Sales to beauty salons and centres									**225.7**	**-3.3**
Professional hairdressing									**557.7**	**-2.2**
TOTAL CONSUMPTION									**9,714.3**	**2.2**

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

* The database for mail order sales has been extended to include e-commerce sales (170 million euro in 2015, 110 million in 2014)

Imports

	Quantities (tons)			Value (thousands of euro)		
	Dec-14	Dec-15	change %	Dec-14	Dec-15	change %
Shampoos	44,582	46,921	5.2%	87,614	86,422	-1.4%
Hair preparations	460	425	-7.8%	2,388	2,708	13.4%
Lacquers	1,443	1,502	4.1%	6,288	6,904	9.8%
Hair lotions and other products for hair care	32,877	34,203	4.0%	128,917	131,776	2.2%
Powders and compact powders	1,653	1,633	-1.2%	23,845	29,044	21.8%
Creams and other products	44,563	45,973	3.2%	552,373	588,598	6.6%
Lip make-up products	1,154	1,420	23.1%	40,269	56,105	39.3%
Products for eye make-up	2,443	2,832	15.9%	99,459	116,997	17.6%
Nailcare products	3,797	4,275	12.6%	59,414	68,454	15.2%
Toilet soaps	22,068	26,154	18.5%	44,927	51,951	15.6%
Bath preparations	9,129	11,945	30.9%	24,461	27,434	12.2%
Body deodorants	9,187	9,041	-1.6%	56,911	59,247	4.1%
Toothpastes	28,916	31,324	8.3%	87,698	91,215	4.0%
Other preparations for oral hygiene	10,561	10,758	1.9%	38,180	40,773	6.8%
Shaving, pre-shave and after shave products	4,919	6,964	41.6%	20,497	21,188	3.4%
Perfumes and eau de parfum	14,283	9,353	-34.5%	149,892	155,479	3.7%
Toilet waters and eau de colognes	10,126	11,739	15.9%	222,259	236,566	6.4%
Other perfume and toiletry products	6,898	5,746	-16.7%	39,301	39,131	-0.4%
TOTAL	**249,057**	**262,210**	**5.3%**	**1,684,692**	**1,809,993**	**7.4%**

Imports - macro-categories

	Quantities (tons)			Value (thousands of euro)		
	Dec-14	Dec-15	change %	Dec-14	Dec-15	change %
Products for hair care	79,362	83,052	4.6%	225,207	227,811	1.2%
Products for make-up	9,047	10,161	12.3%	222,988	270,600	21.4%
Products for body care	44,563	45,973	3.2%	552,373	588,598	6.6%
Personal cleansing	40,384	47,140	16.7%	126,299	138,632	9.8%
Oral hygiene	39,476	42,082	6.6%	125,878	131,988	4.9%
Products for men	4,919	6,964	41.6%	20,497	21,188	3.4%
Alcohol-based perfume products	24,409	21,092	-13.6%	372,151	392,045	5.3%
Other products	6,898	5,746	-16.7%	39,301	39,131	-0.4%
TOTAL	**249,057**	**262,210**	**5.3%**	**1,684,692**	**1,809,993**	**7.4%**

Exports

	Quantities (tons)			Value (thousands of euro)		
	Dec-14	Dec-15	change %	Dec-14	Dec-15	change %
Shampoos	83,492	94,202	12.8%	168,987	190,380	12.7%
Hair preparations	1,546	1,584	2.5%	7,380	7,935	7.5%
Lacquers	10,485	10,136	-3.3%	29,893	30,663	2.6%
Hair lotions and other products for hair care	89,696	99,211	10.6%	461,006	527,684	14.5%
Powders and compact powders	5,319	5,064	-4.8%	120,496	125,083	3.8%
Creams and other products	43,973	44,019	0.1%	570,054	671,905	17.9%
Lip make-up products	2,449	3,484	42.3%	114,933	169,896	47.8%
Products for eye make-up	8,227	10,000	21.6%	313,561	352,973	12.6%
Nailcare products	3,558	3,921	10.2%	48,142	56,227	16.8%
Toilet soaps	134,778	160,910	19.4%	208,181	242,705	16.6%
Bath preparations	35,433	33,359	-5.9%	75,354	70,841	-6.0%
Body deodorants	13,842	19,298	39.4%	72,067	96,526	33.9%
Toothpastes	4,269	4,779	11.9%	27,231	35,323	29.7%
Other preparations for oral hygiene	70,356	74,755	6.3%	134,852	138,169	2.5%
Shaving, pre-shave and after shave products	14,646	12,966	-11.5%	45,270	41,591	-8.1%
Perfumes and eau de parfum	10,434	10,856	4.0%	263,448	292,773	11.1%
Toilet waters and eau de colognes	19,472	21,085	8.3%	553,165	620,394	12.2%
Other perfume and toiletry products	21,494	25,143	17.0%	117,416	135,202	15.1%
TOTAL	**573,468**	**634,771**	**10.7%**	**3,331,435**	**3,806,269**	**14.3%**

Exports – macro-categories

	Quantities (tons)			Value (thousands of euro)		
	Dec-14	Dec-15	change %	Dec-14	Dec-15	change %
Products for hair care	185,218	205,133	10.8%	667,266	756,661	13.4%
Products for make-up	19,553	22,469	14.9%	597,132	704,179	17.9%
Products for body care	43,973	44,019	0.1%	570,054	671,905	17.9%
Personal cleansing	184,053	213,567	16.0%	355,602	410,072	15.3%
Oral hygiene	74,625	79,534	6.6%	162,083	173,492	7.0%
Products for men	14,646	12,966	-11.5%	45,270	41,591	-8.1%
Alcohol-based perfume products	29,907	31,940	6.8%	816,613	913,168	11.8%
Other products	21,494	25,143	17.0%	117,416	135,202	15.1%
TOTAL	**573,468**	**634,771**	**10.7%**	**3,331,435**	**3,806,269**	**14.3%**

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