Cosmetic figures

April 2009

UNIPRO
Italian Association of cosmetic industries

The signs are that the Italian cosmetics market is holding up, supported by buying decisions related to consumers' everyday use habits.

Italian concerns pursue their efforts to invest in innovation, research and the improvement of production quality.

THE SCENARIOS OF THE COSMETICS INDUSTRY

The detailed statistics processed every year by the Unipro Study and Corporate Enterprise Centre and presented at the press conference launching Cosmoprof Worldwide, which this year has been brought forward to 17 March in Milan, confirm several important trends.

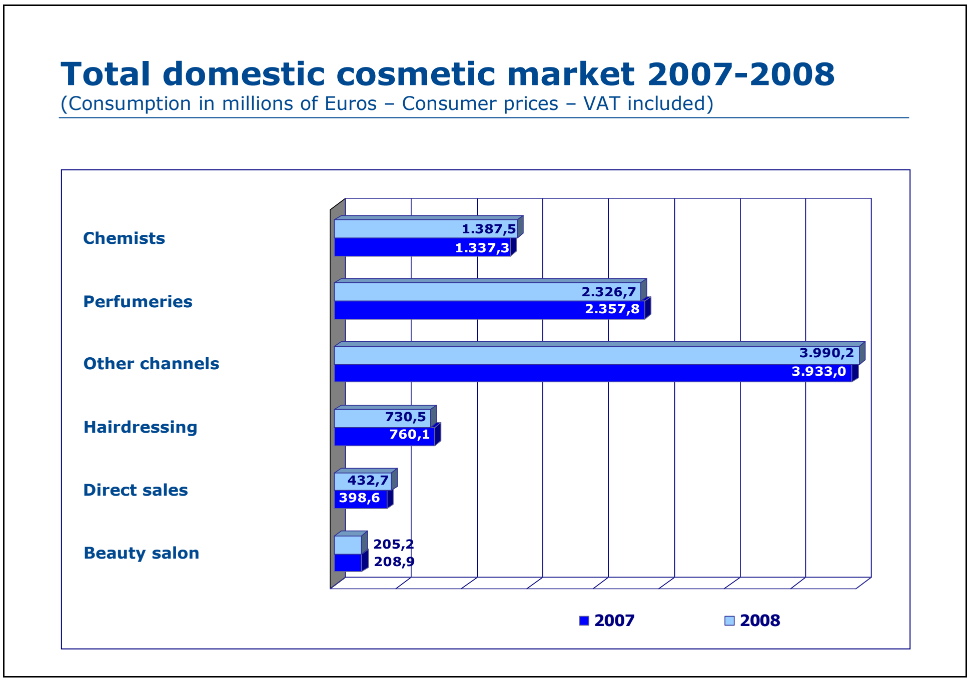
The fact that substantial swathes of consumers are displaying a low-key propensity to buy is only conditioning the trend in cosmetic product consumption to a certain extent. This is born out by the figures: in 2008, the Italian cosmetics market once again chalked up a growth only slightly smaller than those of previous years, +0.8%, achieving a total demand whose value exceeded 9,070 million Euros.

The degree to which cosmetics have penetrated Italians' everyday lives has now become a firmly established fact that cannot be written off as luxury consumption any more, on the contrary: personal care has become a socially entrenched factor in Italians' everyday habits, while the concept of wellness already displaced the concept of beauty associated with the use of cosmetic products some time ago. In fact, increasingly broad groups of consumers are consolidating their use of cosmetics and of related services both for hygiene and for personal care: every Italian comes into contact with cosmetic products at least 6-7 times in the course of a day, with peaks of more than 25 contacts in the case of women, who pay more attention to the use of make-up and encounter more of the various occasions that arise as the day progresses.

One characteristic of domestic cosmetics demand for 2008 is the constant and generalised process of polarisation of consumption, which highlights a shift towards niche products on the one hand and towards products with a clearly high quality-to-price ratio on the other.

Even when the economy enters a downturn, consumers are not prepared to do without a habit that is a concrete expression of social progress. While there is no doubt that they pay more attention to what they buy, they are also inclined to focus more on service and quality, also in their choice of buying channel.

THE MARKET: CHANNELS



Italy's domestic economic scenarios and the substantial manner in which the propensity to buy has been influenced lately actually had an only marginal effect on the Italian **cosmetics market** in 2008, which, as was already mentioned above, ended the year with a 0.8% growth rate over the previous year, achieving a total value of 9,072 million Euros.

Although its growth rate has slowed down somewhat, as it has been doing for several years now, the **pharmacy** channel is still the one that turns in the most dynamic results: in 2008, the value of its market increased by 3.8 percentage points, reaching 1,387 million Euros: more than 15% of the total cosmetics market. As always, consumers' propensity towards products with a high degree of specialisation and the attention they pay to assisted service have certainly contributed to consolidating this channel and its performance, as has the development of more innovative forms of distribution, such as the parallel pseudo-pharmacies.

Similarly, the **herbalist shop**, whose developments have been mirroring the trends in the pharmacy channel for years, albeit with smaller volumes, also ended 2008 with a growth of 3.7%, for a market whose value exceeded 310 million Euros. Consumers whose buying decisions tend to be more specific, related in particular to products with a natural connotation, support the herbalist shop channel, which is

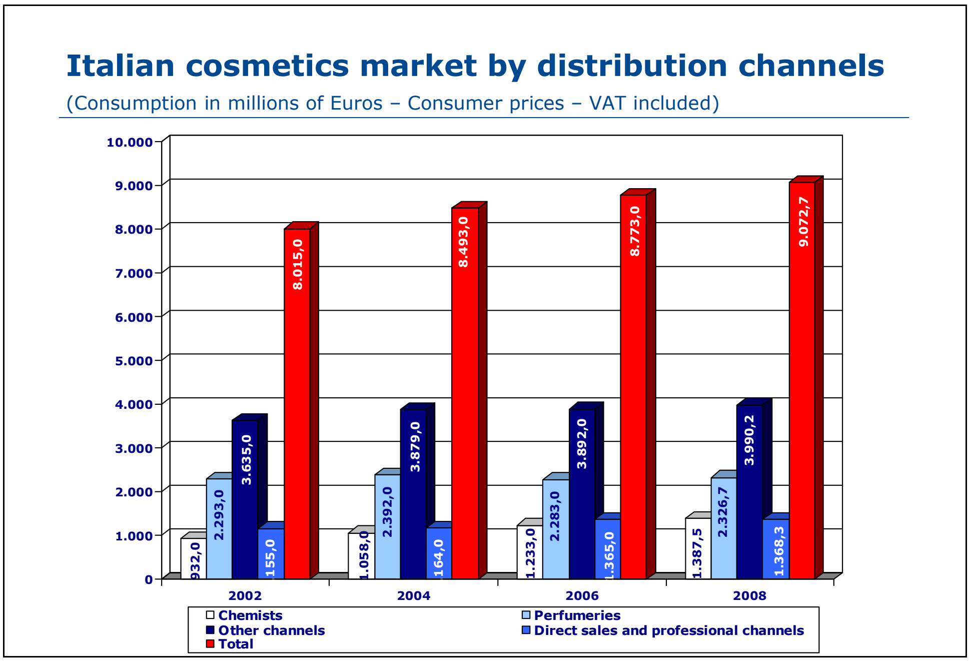
succeeding in overcoming evident difficulties of niche identification, offering consumers a valid alternative to the perfume shop and to mass distribution.
For its part, the **perfume shop** suffered a fall-off in demand in 2008, continuing the unpredictable up-and-down trend of recent years. In 2008, the selective channel lost 1.1 percentage points compared to the previous year, achieving a total turnover of more than 2,325 million Euros and accounting for 26% of the total market. While on the one hand the channel reacted positively to the impact of new product launches, on the other its suffered a drastic contraction in demand for several products in the area of toiletries and difficulties surfaced in terms of the channel's structural reorganisation, influenced by the arrival on the scene of several important chains of distribution.

Once again in 2008, **mass organised distribution** accounted for the largest single share of cosmetics consumption (nearly 44%), although heterogeneous situations within this major channel should not be overlooked. While mass organised distribution as a whole grew by 1.5%, supermarkets and hypermarkets were up by 1.1% only. The total value turned over by this channel exceeded 3,990 million Euros, of which the supermarkets and hypermarkets alone accounted for 2,237 million Euros. New formulae for organised distribution, less generalised and more specifically focused on personal care products, certainly played a major role in 2008. In fact, the figures indicate that consumption is shifting towards alternative channels that pay more attention to the product range on offer.
This channel's trends on the one hand confirm the tensions at work on broad groups of consumers' propensity to buy, while on the other hand highlighting the process of polarisation of consumption that has been taking shape in recent years. This phenomenon explains the attention paid to consuming high-value niche products, balanced out by decisions to buy products featuring a high quality-to-price ratio, despite being positioned in the lower echelons of product value.

By way of confirming a phenomenon currently evolving significantly, **door-to-door sales** grew at a higher than average rate in 2008. Up by 6% over 2007, to a total value of more than 370 million Euros, or 4% of total consumption, door-to-door sales ended the year firmly established as an innovative option among modes of distribution.

Another channel that has been gaining back some lost ground is **mail order sales**, back up by 2% in 2008 to a total value of 56 million Euros, after several years of contraction. The channel's performance confirms on the one hand that consumers prefer more specific channels and display different buying habits in reaction to different perceived values, while on the other that interesting spaces are being created for new methods of distribution, a heading that also includes the phenomenon of sales via the Internet, which deserves to be monitored.

In 2008, consumption in the **professional channels** continued its slow-down, as total values turned over dropped to 935 million Euros. Broken down into categories, this translates into a slight fall-off in sales through **beauty salons and beauticians**, down by 1.8% to a value of over 205 million Euros, and a more marked drop in the value of the professional products sold through **hairdressing salons**, which were down by 3.9% to a total of just over 730 million Euros.
Influencing the professional channel values are the heterogeneous trends at work among the various classes of products available, as well, certainly, as the fall-off in visits to salons, the most obvious effect of the current economic crisis.



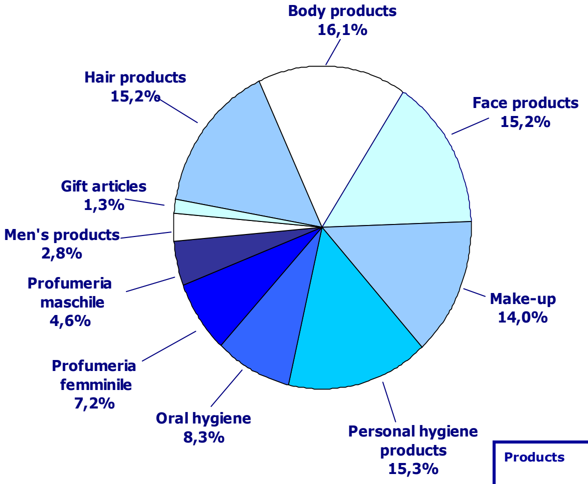
In recent years, more precisely since 2002, the evolution in distribution channels has confirmed the evolution in consumption and in consumers' choices.
In fact, while mass organised distribution has advanced from the 3,635 million Euros it turned over in 2002 to its 2008 performance of 3,990 million, with an average annual growth rate of 1.3%, cosmetic sales in pharmacies have grown from 930 million Euros in 2002 to 1,387 million in 2008, increasingly at an annual average of 8.5%.
It is obvious that consumers are shifting their attentions towards more specific areas of distribution that focus more on assisted service, although the leadership of mass distribution comes out confirmed in terms of sales volumes.

THE MARKET: PRODUCTS

In its traditional report, the Unipro Study and Corporate Enterprise Centre also develops a series of detailed analyses: one of these enables the report's readers to examine the market trend also in relation to **consumption by product**.

Composition of the cosmetics market 2008

(Retail distribution)



Products	% 07/06	% on total consumptions
Men's products	0,9	28,4
Women's products	1,1	71,6

Products for bodycare are the family that achieved the highest sales volume once again in 2008: nearly 1,300 million Euros out of the total of 9,072 million Euros of the cosmetics market, with an increase of 0.8%, perfectly in line with the industry's average.

Nevertheless, it was once again the more innovative products that recorded the most dynamic performances in 2008, including **moisturising, nourishing and exfoliating creams**, which were up by 0.7% to a value of 187 million Euros, followed by products that could boast new formulae, such as **deodorants and antiperspirants**, which were up by 1.6% to a total value of nearly 380 million Euros, and body waters and oils, up by an impressive five percentage points over the previous year, to a total of 25 million Euros.

Another significant performance was put in by sales of **sun and pigmenting products**, whose 349 million Euros of sales recorded an increase of 1.8% over the previous year.

The product family with the second greatest specific weight was **facial products** whose total turnover of more than 1,170 million Euros in 2008 translates into a contraction of 0.4%.
Once again in this case, the most evidently dynamic areas feature products with high rates of innovation or others where new forms of use have been introduced: this applies for example to **face tissues**, whose turnover of 39 million Euros was nearly five percentage points up on 2007, or **face and eye detergents and make-up removers**, which increased by 1.3% to a consistent market value of more than 130 million Euros.

No less important in terms of value, totalling more than 1,174 million Euros sold in 2008, **products for haircare and for the scalp** chalked up a slight revival (+0.6%) over the previous year. Sales of this family of products were underpinned in particular by **lotions and shock treatments**, which shot up by 7.4% over 2007 to a total of more than 70 million Euros.

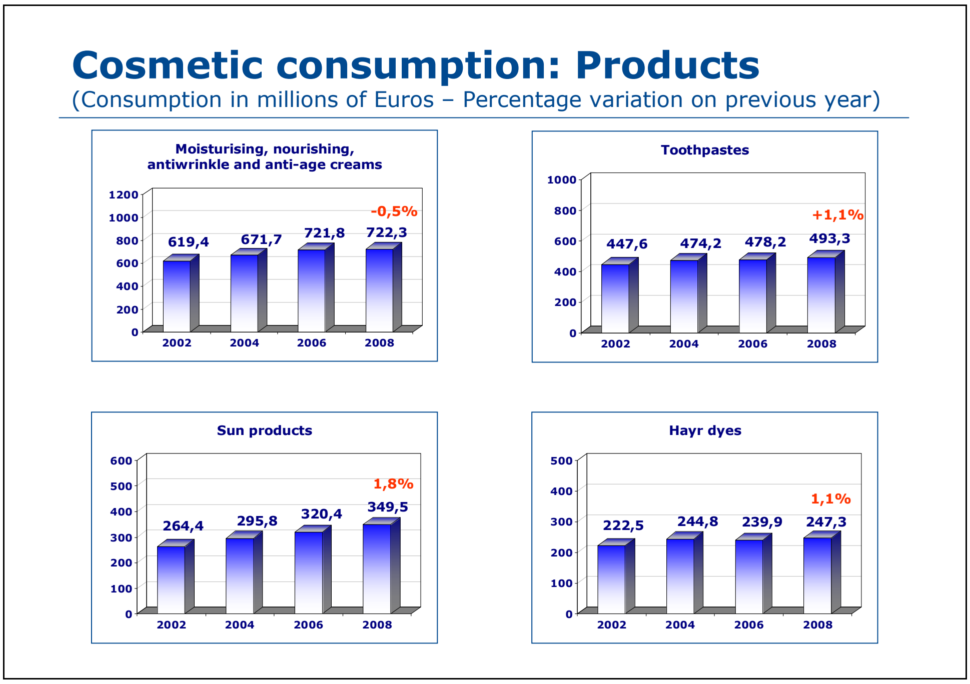
2008 was not a good year for **products for the lips**, which lost 4% on their way to achieving a total value of just under 261 million Euros.

Alcohol-based perfume products are still holding up well, despite the slowdown in their natural channel of distribution, as they increased by 1.2% overall to a value of nearly 910 million Euros, as a result of a sustained performance by both **perfumes for men**, up by 1.2% to a value of more than 355 million Euros, and by **perfumes for women**, which increased at a comparable rate to a total value of more than 550 million Euros.

Star performers among individual product families include **make-up products, base powders and coloured creams**, whose sales increased by 6.2% to a value in excess of 180 million Euros, **nail varnishes**, up by a healthy 9.3% to generate a market worth more than 76 million Euros, and **mouthwashes and breath deodorants**, which soared by 9.9% to more than 148 million Euros.

The trend at work in several of the product families that traditionally set the pace in the panorama of cosmetics consumption offers an easily understood picture of the impact of technological evolution and the development of processes of innovation.
Moisturising, nourishing, anti-wrinkle and anti-ageing creams, for example, were pulled up short in 2008, after an average growth of more than 6% per annum for the last six years.
Similarly, **sun products**, a family that has benefited substantially in the last ten years from important upgrading, both technologically and in terms of regulations,

have grown at an annual mean of 7.5%, progressing from 264 million Euros in 2002 to nearly 350 million Euros in 2008.



But also an apparently mature product like **toothpaste** has benefited from important upgrading, not only in its packaging, but also in the range of products available, increasing from a sales volume of 447 million Euros in 2002 to very nearly 495 million in 2008, developing at an annual average of 2.5%

Despite being subject to the influence of economic tensions, Italian consumers continued buying cosmetic products throughout 2008, notably favouring increasingly specific and innovative products.
The country's industry has reacted attentively and pro-actively to these trends, **investing** both in **expanding its production capacity** and in **evolving research and its technological applications** in production processes.

THE ITALIAN COSMETICS INDUSTRY'S TURNOVER

In 2008, the Italian **cosmetics industry turnover** touched a total of 8,341 million Euros, up by 1.2% compared to the previous year.

While the domestic market slowed down somewhat compared to its performance in previous years, although its growth did remain in positive figures, 2008 brought a revival in export growth trends, which had marked time in 2007.

Industry evolution

(Value in millions of euro)

	2007	2008	% 08/07
Italian market turnover	5.975,2	6.028,0	0,9
Traditional channels	*5.172,0*	*5.248,0*	*1,4*
Professional channels	*803,2*	*780,0*	*-2,9*
Export	2.265,8	2.313,0(*)	2,1
Total turnover of cosmetic industry	8.241,0	8.341,0	1,2

(*) Estimated on Istat data

The impulse given to the industry's turnover by domestic demand in 2008 was relatively stable, at +0.9%, achieving a total turnover value of 6,028 million Euros.

Italy's domestic turnover is sustained primarily by the **traditional channels**, the pharmacy, herbalist shops, perfume shops and mass distribution, which together achieved a growth rate of 1.4% and a total sales value of nearly 5,250 million Euros.

Meanwhile, the trend in the **professional channels** was negative, falling by 2.9% to a total value of 780 million Euros.

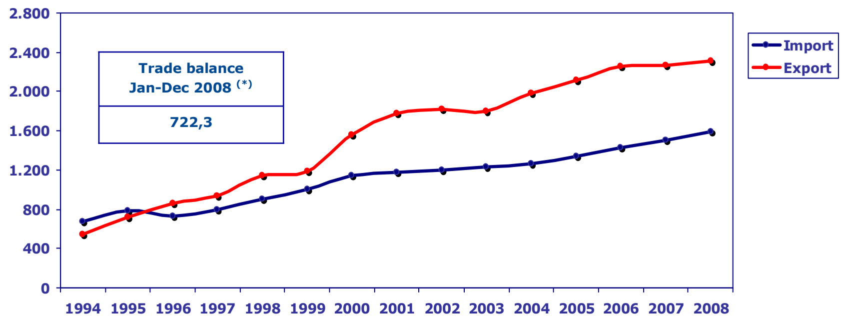
The way in which a large proportion of consumers' buying habits have been influenced has clearly made its mark: suffice to note the decline in the numbers of clients who use the professional salons, which has the inevitable knock-on effect of reducing the value of cosmetics retailed through that channel.

The turnover achieved by the Italian cosmetics industry in 2008 was supported by the trend in **exports**, which increased by 2.1 percentage points to a total value of more than 2,310 million Euros.

This means that, after the negative interlude experienced in 2007, the trend that had Italian cosmetics exports increasing constantly, year after year since 1995, picked up again immediately.

Trend in the balance of trade

(Value in millions of euro)



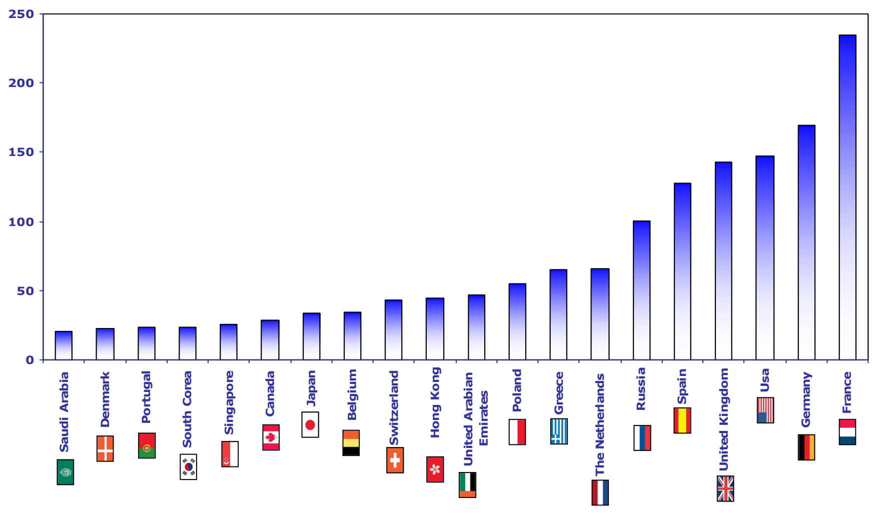
	Jan-Dec 2007	Jan-Dec 2008
Import	1.483,6	1.590,7*
Export	2.265,8	2.313,0*

(*) Estimated on Istat data

Confirming Italian concerns' undeniable competitive edge at international level, the exports figure also enabled the dynamics of the **cosmetics industry's balance of trade** to be sustained once again, exceeding 720 million Euros in 2008.

Italian cosmetics industry exports
Top 20 markets

(Million euros – Up to date October 2008)



In the area of internationalisation, it is worth pointing out that the five leading destination countries for Italy's cosmetics exports absorb more than 40% of their total value.

That being said, however, a closer look reveals that the top 20 countries also include the development of several new areas of commercial penetration, such as Arabia and South Korea, confirming a constant process of differentiation of markets undertaken by Italy's industrial concerns, despite a lingering, unstable and anything but favourable exchange rate and a lack of homogeneity in domestic demand from one target country to another.

ANNEX

UNIPRO
Italian Association of Cosmetic Industries

MARCH 2009

CONSUMPTION 2008

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

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

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

(-) Overrated data in the 2007

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TURNOVER
(Millions of Euros)

	2007	2008	%
Italian Market Turnover	**5.975,2**	**6.028,0**	**0,9**
Traditional Channels	***5.172,0***	***5.248,0***	***1,4***
Chemists	742,9	770,8	3,8
Perfumeries	1.306,4	1.292,6	-1,1
Mass Distribution and Other Channels (*)	2.712,4	2.751,9	1,5
Dooor to Door Sales and Mail Order Selling	410,3	432,7	5,5
Professional Channels:	***803,2***	***780,0***	***-2,9***
Beauticians Sales	139,3	136,8	-1,8
Hairdressing	663,9	643,2	-3,1
Export	**2.265,8**	**2.313,0(**)**	**2,1**
Total Turnover of Cosmetic Industry	**8.241,0**	**8.341,0**	**1,2**

(*) Including herbalist shops with a 2007 turnover of 158,6 millions of euro and al 2008 turnover of 164,5 millions of euro, with an increase of 3,7%.

(**) 12 months estimated.

UNIPRO

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IMPORT - EXPORT OF FINISHED AND SEMIFINISHED PERFUMERY, COSMETIC AND HYGIENE PRODUCTS

IMPORT	QUANTITY (tons) JANUARY-NOVEMBER			VALUE (€uro/thousands) JANUARY-NOVEMBER		
	2007	2008	var %	2007	2008	var %
Shampoos	30.868,8	32.773,5	6,2%	62.198,6	67.365,8	8,3%
Hair preparations	227,0	236,6	4,2%	1.411,1	1.301,4	-7,8%
Hair spray	2.096,6	1.940,8	-7,4%	8.040,9	6.374,8	-20,7%
Hair lotions	3.994,3	1.438,2	-64,0%	10.545,7	7.620,4	-27,7%
Other hair products	29.073,3	30.649,8	5,4%	130.033,7	135.739,4	4,4%
Face powders	697,3	645,6	-7,4%	19.057,8	19.341,3	1,5%
Creams and other products	34.076,6	37.930,4	11,3%	456.445,0	493.790,1	8,2%
Lips make-up products	1.308,2	953,6	-27,1%	45.373,9	38.264,0	-15,7%
Eyes make-up products	1.479,2	1.342,7	-9,2%	44.704,3	49.122,0	9,9%
Nail products	2.459,4	2.142,1	-12,9%	31.009,3	25.475,8	-17,8%
Soaps	17.602,2	23.233,5	32,0%	36.322,7	43.523,6	19,8%
Bath products	18.183,2	23.377,2	28,6%	38.626,7	43.557,7	12,8%
Deodorants	5.461,4	6.054,4	10,9%	45.861,4	46.625,7	1,7%
Toothpastes	18.372,0	27.747,4	51,0%	58.529,5	83.213,5	42,2%
Other oral hygiene products	9.493,5	8.533,5	-10,1%	30.428,2	30.445,0	0,1%
Shaving products	5.788,6	4.934,5	-14,8%	28.096,6	23.341,1	-16,9%
Perfumes and eaux de parfum	2.386,6	5.225,1	118,9%	75.856,6	93.992,4	23,9%
Toilet water and eaux de cologne	6.449,3	6.854,2	6,3%	204.249,1	206.248,7	1,0%
Other cosmetic and perfumery products	10.810,2	7.278,2	-32,7%	49.252,6	42.806,3	-13,1%
TOTAL IMPORT	200.827,7	223.291,3	11,2%	1.376.043,7	1.458.149,0	6,0%

UNIPRO
Italian Association of Cosmetic Industries

IMPORT - EXPORT OF FINISHED AND SEMIFINISHED
PERFUMERY, COSMETIC AND HYGIENE PRODUCTS

EXPORT

	QUANTITY (tons)			VALUE (€uro/thousands)		
	JANUARY-NOVEMBER			JANUARY-NOVEMBER		
	2007	**2008**	**var %**	**2007**	**2008**	**var %**
Shampoos	39.792,7	45.438,5	14,2%	78.879,6	90.042,5	14,2%
Hair preparations	1.760,6	1.588,4	-9,8%	8.213,0	6.710,6	-18,3%
Hair spray	3.946,9	7.921,5	100,7%	9.696,6	20.942,8	116,0%
Hair lotions	1.529,2	2.105,4	37,7%	10.078,3	14.054,0	39,4%
Other hair products	42.872,9	44.626,9	4,1%	219.116,6	231.572,9	5,7%
Face powders	3.385,4	3.967,3	17,2%	93.890,7	108.960,7	16,1%
Creams and other products	59.951,8	50.377,7	-16,0%	477.800,1	430.682,4	-9,9%
Lips make-up products	2.621,6	3.514,8	34,1%	79.557,4	105.740,7	32,9%
Eyes make-up products	4.187,2	3.464,1	-17,3%	136.373,8	141.151,4	3,5%
Nail products	1.603,3	768,4	-52,1%	6.865,6	8.802,3	28,2%
Soaps	69.495,9	66.754,5	-3,9%	107.815,8	111.937,8	3,8%
Bath products	35.159,6	34.291,0	-2,5%	75.617,2	75.648,6	0,0%
Deodorants	8.953,5	11.606,9	29,6%	48.918,1	62.340,7	27,4%
Toothpastes	13.638,0	3.050,3	-77,6%	43.929,0	12.881,4	-70,7%
Other oral hygiene products	1.261,1	12.419,0	884,8%	6.228,3	29.600,0	375,3%
Shaving products	10.111,5	10.155,6	0,4%	35.812,1	34.885,1	-2,6%
Perfumes and eaux de parfum	5.482,7	6.555,4	19,6%	168.758,1	164.474,2	-2,5%
Toilet water and eaux de cologne	13.478,8	14.653,7	8,7%	387.166,9	380.551,4	-1,7%
Other cosmetic and perfumery products	20.407,5	20.360,5	-0,2%	88.018,5	89.250,3	1,4%
TOTAL EXPORT	339.640,2	343.619,9	1,2%	2.082.735,7	2.120.229,8	1,8%

Source: Unipro Economic and Statistical Research