The German Cosmetic, Toiletry, Perfumery, Detergent and Maintenance Procuts Market at Retail Sales Prices

Based on a projection by IKW on the basis of the data of IRI Information Resources GmbH for Jan-Sept 2015 and data provided by members

	2014 Mio EUR	2015 Mio EUR	2014/2015 %
BEAUTY CARE	**13.070**	**13.387**	**2,4**
HAIR CARE	3.032	3.030	-0,1
SKIN and FACE CARE Men & Women	2.852	2.991	4,9
ORAL and DENTAL CARE PRODUCTS	1.422	1.455	2,3
DECORATIVE COSMETICS	1.540	1.605	4,2
LADIES' FRAGRANCES	1.051	1.067	1,5
BATH and SHOWER PREPARATIONS	844	877	3,9
DEODORANTS	748	745	-0,4
MEN'S FRAGRANCES	509	516	1,5
SOAPS and SYNDETS	360	370	2,9
AFTERSHAVE / PRESHAVE	145	141	-2,8
SHAVING CARE PRODUCTS Men & Women	99	98	-1,0
FOOT CARE PRODUCTS	187	209	11,8
DEPILATORIES	141	138	-2,0
BABY CARE PRODUCTS excl. shampoo/bath & shower/soaps	142	146	2,8

	2014 Mio EUR	2015 Mio EUR	2014/2015 %
HOME CARE	**4.433**	**4.533**	**2,4**
LAUNDRY DETERGENTS / HEAVY-DUTY	1.206	1.220	1,2
LAUNDRY DETERGENTS / LIGHT-DUTY	197	202	2,3
LAUNDRY ADDITIVES *	314	321	2,1
FABRIC CONDITIONER	324	331	2,3
DISHWASHING DETERGENTS	709	715	0,8
HARD SURFACE CLEANERS **	902	945	4,8
FURNITURE/FLOOR/CARPET CLEANERS	70	71	1,1
LEATHER CARE PRODUCTS	67	67	0,0
AIR FRESHENERS	394	410	4,1
AUTOMOTIVE CARE	250	251	0,4

* Stain removers, waterproofing products, pre-wash additives, soaking agents, bleaches, starches, ironing aids, dye and dye removers

** Bath, sanitary, glass, window, home cleaning agents; pipe, drain cleaning agents, special cleaning agents (oven, lime, metal); WC cleaning agents and stones

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