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 2016 and data provided by members

	2015 Mio EUR	2016 Mio EUR	2015/2016 %
BEAUTY CARE	**13.387**	**13.603**	**1,6**
HAIR CARE	3.030	3.003	-0,9
SKIN and FACE CARE Men & Women	2.991	3.003	0,4
ORAL and DENTAL CARE PRODUCTS	1.455	1.495	2,7
DECORATIVE COSMETICS	1.605	1.710	6,5
LADIES' FRAGRANCES	1.067	1.074	0,7
BATH and SHOWER PREPARATIONS	877	914	4,2
DEODORANTS	745	779	4,6
MEN'S FRAGRANCES	516	538	4,3
SOAPS and SYNDETS	370	379	2,4
AFTERSHAVE / PRESHAVE	141	137	-2,5
SHAVING CARE PRODUCTS Men & Women	98	95	-2,6
FOOT CARE PRODUCTS	209	190	-9,1
DEPILATORIES	138	138	-0,1
BABY CARE PRODUCTS excl. shampoo/bath & shower/soaps	146	148	1,4

	2015 Mio EUR	2016 Mio EUR	2015/2016 %
HOME CARE	**4.533**	**4.624**	**2,0**
LAUNDRY DETERGENTS / HEAVY-DUTY	1.220	1.228	0,7
LAUNDRY DETERGENTS / LIGHT-DUTY	202	202	0,0
LAUNDRY ADDITIVES *	321	323	0,6
FABRIC CONDITIONER	331	352	6,3
DISHWASHING DETERGENTS	715	735	2,8
HARD SURFACE CLEANERS **	945	981	3,8
FURNITURE/FLOOR/CARPET CLEANERS	71	69	-2,8
LEATHER CARE PRODUCTS	67	67	-0,2
AIR FRESHENERS	410	416	1,5
AUTOMOTIVE CARE	251	251	0,0

* 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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