

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

*Projection of IKW based on IRI data Jan - Sept 2018 and member information

| 2017 Mio EUR | 2018* Mio EUR | 2017/2018 % |
|-----------------|------------------|----------------|
|-----------------|------------------|----------------|

| Beauty- & Home Care | 18.236 | 18.575 | 1,9% |
|---------------------|--------|--------|------|
|---------------------|--------|--------|------|

0,3% 1,9%

| BEAUTY CARE | | 13.563 | 13.804 | 1,8% |
|-------------|-----------------------------------|--------|--------|-------|
| davon: | HAIR CARE | 2959 | 3110 | 5,1% |
| | SKIN and FACE CARE Men & Women | 3093 | 3195 | 3,3% |
| | ORAL and DENTAL CARE PRODUCTS | 1536 | 1570 | 2,2% |
| | DECORATIVE COSMETICS | 1842 | 1805 | -2,0% |
| | LADIES' FRAGRANCES | 976 | 976 | 0,0% |
| | BATH and SHOWER PREPARATIONS | 899 | 895 | -0,4% |
| | DEODORANTS | 743 | 757 | 1,9% |
| | MEN'S FRAGRANCES | 510 | 516 | 1,2% |
| | SOAPS and SYNDETS | 345 | 354 | 2,6% |
| | AFTERSHAVE / PRESHAVE | 125 | 118 | -5,6% |
| | SHAVING CARE PRODUCTS Men & Women | 87 | 83 | -4,6% |
| | OTHER BEAUTY CARE PRODUCTS 1) | 448 | 425 | -5,0% |

1) FOOT CARE PRODUCTS; DEPILATORIES; BABY CARE PRODUCTS excl. shampoo/bath & shower/soaps

| HOME CARE | | 4.673 | 4.771 | 2,1% |
|-----------|---------------------------------|-------|-------|-------|
| davon: | LAUNDRY DETERGENTS / HEAVY-DUTY | 1.210 | 1.265 | 4,5% |
| | LAUNDRY DETERGENTS / LIGHT-DUTY | 199 | 212 | 6,5% |
| | LAUNDRY ADDITIVES 2) | 298 | 288 | -3,4% |
| | FABRIC CONDITIONER | 325 | 326 | 0,2% |
| | DISHWASHING DETERGENTS | 749 | 772 | 3,1% |
| | HARD SURFACE CLEANERS 3) | 1.095 | 1.110 | 1,4% |
| | FURNITURE/FLOOR/CARPET CLEANERS | 68 | 66 | -2,9% |
| | LEATHER CARE PRODUCTS | 66 | 64 | -3,6% |
| | AIR FRESHENERS | 412 | 418 | 1,5% |
| | AUTOMOTIVE CARE | 251 | 250 | -0,4% |

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

3) 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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