



Market Data Body Care Market World Wide

Market Sizes | Historic/Forecast | Retail Value RSP | US\$ mn | Current Prices | Fixed 2011 Exchange Rates

Geographies	Categories	2007	2011	2012
World	Bath and Shower	30.101,0	37.244,8	39.258,5
World	Deodorants	15.213,0	20.353,5	21.882,1
World	Depilatories	3.623,6	4.483,3	4.721,0
World	Skin Care	81.821,0	96.484,5	102.066,7
World	Body Care	13.558,1	15.994,0	16.889,0
World	Firming/Anti-Cellulite Body Care	2.458,6	2.604,1	2.699,3
World	General Purpose Body Care	11.099,5	13.389,9	14.189,7
Asia Pacific	Bath and Shower	8.381,1	10.586,0	11.422,6
Asia Pacific	Deodorants	1.053,3	1.459,8	1.619,6
Asia Pacific	Depilatories	406,2	532,6	585,9
Asia Pacific	Skin Care	35.240,4	41.906,2	44.942,4
Asia Pacific	Body Care	2.173,0	2.683,5	2.873,0
Asia Pacific	Firming/Anti-Cellulite Body Care	563,2	670,2	710,4
Asia Pacific	General Purpose Body Care	1.609,8	2.013,3	2.162,6
USA	Bath and Shower	5.235,5	5.660,1	5.807,5
USA	Deodorants	2.518,5	2.693,7	2.747,6
USA	Depilatories	1.109,5	1.216,7	1.232,4
USA	Skin Care	9.812,2	10.341,5	10.698,0
USA	Body Care	2.138,1	2.044,6	2.094,2
USA	Firming/Anti-Cellulite Body Care	97,5	87,4	81,1
USA	General Purpose Body Care	2.040,6	1.957,1	2.013,1
Western Europe	Bath and Shower	8.102,1	8.632,9	8.731,4
Western Europe	Deodorants	4.816,9	5.403,9	5.525,7
Western Europe	Depilatories	1.293,0	1.443,1	1.475,9
Western Europe	Skin Care	21.729,0	23.153,7	23.604,5
Western Europe	Body Care	4.681,7	4.567,5	4.634,1
Western Europe	Firming/Anti-Cellulite Body Care	1.252,6	1.058,0	1.054,8
Western Europe	General Purpose Body Care	3.429,0	3.509,5	3.579,3



Market Sizes | Historic/Forecast | Retail Value RSP | US\$ mn | Current Prices | Fixed 2011 Exchange Rates | Year| on| Year Growth (%)

Geographies	Categories	2007-11	2011-12	2007-12 CAGR %
World	Bath and Shower	23,7	5,4	5,5
World	Deodorants	33,8	7,5	7,5
World	Depilatories	23,7	5,3	5,4
World	Skin Care	17,9	5,8	4,5
World	Body Care	18,0	5,6	4,5
World	Firming/Anti-Cellulite Body Care	5,9	3,7	1,9
World	General Purpose Body Care	20,6	6,0	5,0
Asia Pacific	Bath and Shower	26,3	7,9	6,4
Asia Pacific	Deodorants	38,6	10,9	9,0
Asia Pacific	Depilatories	31,1	10,0	7,6
Asia Pacific	Skin Care	18,9	7,2	5,0
Asia Pacific	Body Care	23,5	7,1	5,7
Asia Pacific	Firming/Anti-Cellulite Body Care	19,0	6,0	4,8
Asia Pacific	General Purpose Body Care	25,1	7,4	6,1
USA	Bath and Shower	8,1	2,6	2,1
USA	Deodorants	7,0	2,0	1,8
USA	Depilatories	9,7	1,3	2,1
USA	Skin Care	5,4	3,4	1,7
USA	Body Care	-4,4	2,4	-0,4
USA	Firming/Anti-Cellulite Body Care	-10,4	-7,2	-3,6
USA	General Purpose Body Care	-4,1	2,9	-0,3
Western Europe	Bath and Shower	6,6	1,1	1,5
Western Europe	Deodorants	12,2	2,3	2,8
Western Europe	Depilatories	11,6	2,3	2,7
Western Europe	Skin Care	6,6	1,9	1,7
Western Europe	Body Care	-2,4	1,5	-0,2
Western Europe	Firming/Anti-Cellulite Body Care	-15,5	-0,3	-3,4
Western Europe	General Purpose Body Care	2,3	2,0	0,9