

German C & T market 2006

Market enjoys 2.9 % growth

The strong economic upturn in Germany in 2006 also made itself felt in the cosmetics and toiletries sector. Dr Bernd Stroemer, head of the IKW (Germany's Cosmetic, Toiletry, Perfumery and Detergent Association) points out the sectors that contributed to the 2.9 percent growth in the domestic market in 2006, driving sales up to 11.43 billion €. The per capita spend reached 139 €.



photo: Florena

The hair care sector, with sales of 2.85 billion Euros, is still the biggest single product category. Turnover grew in 2006 by 1.45 percent, largely thanks to increased sales of shampoos, conditioning rinses and mousse conditioners. Sales of more elaborate conditioning treatments stagnated due, it would appear, to consumers with only limited time available relying on conditioning rinses. Colorants and tints, hairsprays and lacquers, hair gels, styling and blow-dry lotions, as well as home perms, are all being used less frequently and so suffered a fall in sales.

The second biggest C&T market sector, skin care products, fared even better, growing by 3.5 percent to reach 2.58 billion Euros. All of the main product categories, such as skin and hand creams, lotions and facial care, contributed to this growth.

A light tan is seen as part of a well cared-for look

The big story of the year was body lotions with a touch of self-tanner. Double-figure growth rates and numerous new product launches testify to the fact that a nice light tan is, for a large

number of consumers, an essential part of looking good. However, the market for sun care products, which registered an increase of 2.5 percent, did not grow as fast as in 2005.

The third biggest sector, which also enjoyed buoyant sales, is still tooth and oral care. Turnover has now reached 1.25 billion Euros, equivalent to an increase of 3.6 percent over 2005. The trend towards higher value products in this sector continued through 2006.

In colour cosmetics it was pleasing to note that the downward trend seen over the last two years has been halted. The turnaround in 2006 saw sales grow by 2.2 percent to reach 1.2 billion Euros, thanks largely to eye and face make-up products. Sales of lip care products actually fell.

After several years women's perfumes and fragrances at last enjoyed increased sales in 2006. Total turnover was 774 million Euros – 4.5 percent up on the previous year. High-end perfumes fared particularly well, and consumers were obviously tempted by many of the new fragrance launches (about 125 in all).

Men's grooming: still a market with room for growth

Sales of men's grooming products grew at an above-average rate in 2006, reaching 676 million Euros (+4.5 percent). The principal increases were in

The year's big winner – body lotion with a touch of self-tanner

the men's fragrances and skin care creams categories. The latter once again enjoyed double-figure growth, but at 66 million Euros is a category still with untapped potential.

The slide in sales of bath and shower products seen over recent years seems to have been halted. After a 0.4 percent increase in 2005 the market grew by 3.4 percent in 2006, reaching 748.5 million Euros. This positive trend is mainly due to shower products, whilst foam baths and bath oils fell back slightly.

Even deodorants grew more strongly than in the previous year. Sales increased by 4.5 percent, touching 698 million Euros, helped in no small degree by the long hot summer of 2006.

Sales of soaps and syndets, at 210.6 million Euros, registered a slight fall against 2005 of 0.2 percent. Whilst liquid soaps, with body and hand washes, continued to grow, sales of bar soaps fell once again.

The "other cosmetics and toiletries" sector recorded an increase of 1.5 percent, turning over 433 million Euros. This growth was to a very large extent thanks to the increase in sales of baby care products. In fact, as we know, certain of these products are regularly used by adults.



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