



## France

# Strong sales at home and abroad

According to figures released by the French Fédération des Industries de la Parfumerie 43 percent of sales were made outside France, and 57 percent in export markets.

In 2006 sales within France increased by a noteworthy 3.5 percent in a heavily saturated market. Per capita expenditure in the personal care sector in 2005 amounted to a total of 201.3

been largely unaffected by the sluggish economy.

### Buoyant sun care sales

Skin care, sun care and fragrances all enjoyed extremely good sales. Turnover in skin care grew by 5.4 percent to 3.376 billion Euros, sun care grew by 5.4 percent to 303.5 million Euros, and fragrances grew by 3.5 percent to 1.75 billion Euros.

they also expect concrete results from their cosmetics. At the same time they are also prepared to pay a higher price for those results.

Consumers are much more frequently seeking natural products. Natural ingredients are seen as more tolerant and less likely to trigger allergic reactions. Packaging and fragrance chemicals are also being designed to be more natural, or to have a natural 'feel'. Consumers regard it important that products have a 'care' aspect, for instance in hair care products, but also in deodorants.

Whilst it is assumed that skin care and men's cosmetics will perform well over the next few years growth is also expected in the smaller categories such as sun care and depilation products. For fragrances, on the other hand, generally less positive results are expected. AM

Source: Euromonitor  
\* Further details can be found on the Internet. See Internet button

**In 2006 French cosmetics manufacturers, as in the previous 40 years, once again managed to turn in increased sales figures. With an increase of 5.7 percent to 15.299 billion Euros it was in fact the highest growth figure for the last five years. Read here about which product categories performed particularly well.**

Euros, according to INSEE, and was thus one of the highest in the world.

Selective distribution fared particularly well in 2006, growing by 6.5 percent. The mass market sector also enjoyed a successful year, growing at a healthy rate of 3.4 percent. Pharmacy-only sales, which had enjoyed strong growth over the previous four years, managed to increase by only 1 percent in 2006. The direct sales category actually fell, by 1.5 percent, which was partially compensated by positive figures from the export markets.

Although French industry in general is still waiting for the economic upswing, the personal care sector has

Sales in product categories such as bath and shower, or deodorants, stagnated in 2006. Hair care sales fell overall, by 3.2 percent, reaching only 1.83 billion Euros, and oral care suffered a 3 percent fall to 810 million Euros.\*

Manufacturers and distributors are focussing more and more on the ethnic markets which in France, with special make-up products and products for dark skin tones, represents significant growth potential. More mature consumers are also seen as a target group that can help boost sales in a saturated market. Older women in particular are promising consumers – but

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## Special France

The cosmetics market in France is one of the most important markets in Western Europe.

The companies presenting their details in our advertising special are looking for new customers and business contacts in this important market.

Details of other suppliers of cosmetics ingredients, packaging and technological solutions, finished cosmetics products and services to the cosmetics industry can be found on the Internet at [www.cossma.com/special](http://www.cossma.com/special)



## Spécial France

Le marché des produits de beauté en France est un des principaux débouchés en Europe occidentale; la France est considérée comme la patrie des produits de beauté par excellence.

Les entreprises qui se présentent dans notre section spéciale d'annonces recherchent de nouveaux clients et de nouveaux contacts dans le marché français. Prenez immédiatement contact et vous trouverez des partenaires fiables dans ce secteur clé.

D'autres fournisseurs de matières premières pour les cosmétiques, des spécialistes de l'emballage de produits de beauté, de technologies de pointe dans ce domaine, des vendeurs de produits de beauté et des prestataires pour l'industrie des cosmétiques se présentent à l'adresse: [www.cossma.com/special](http://www.cossma.com/special)



## HYPOXI –

### D'une idée révolutionnaire à une position de leader sur le marché

Grâce à sa combinaison entre des méthodes de traitement de l'hypotension et de l'hypertension et de l'entraînement efficace, la thérapie HYPOXI permet un modelage de la silhouette à long terme. Ces méthodes de traitement classiques favorisent l'irrigation sanguine, l'élimination de l'eau accumulée et des substances toxiques.



En 1997, le dr. Norbert Egger, le créateur d'HYPOXI a redonné un nouveau souffle au domaine du modelage de la silhouette en associant des procédés de médecine douce au sport. Le Dr. Egger dirigeait depuis longtemps un centre de thérapie et d'entraînement et c'est ainsi qu'il est parvenu à l'idée révolutionnaire de combiner les procédés de médecine douce à un entraînement approprié ; ainsi, il était possible de bénéficier des avantages des deux thérapies pour réussir à remodeler son corps de manière ciblée et efficace.

En 10 ans seulement, HYPOXI est passé du rôle de novice à celui d'entreprise à vocation internationale. Aujourd'hui, la société HYPOXI GmbH dont le siège est à Salzbourg est devenu le prestataire numéro dans le domaine des appareils de modelage de la silhouette. Actuellement, plus de 250000 utilisateurs de plus de 2000 Studios dans 30 pays font confiance à la thérapie HYPOXI.

La coopération étroite avec des utilisateurs, des propriétaires de centres de remise en forme, des thérapeutes et avec le département propre de recherche garantit une optimisation constante de la méthode et des services. Des formations, des formations continues et des séances de conseil permettent de bien familiariser nos partenaires aux appareils et contribuent avant tout à la satisfaction du client.



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