

Market Sizes | Historic | Retail Value RSP | € mn | Current Prices | Fixed 2010 Exchange Rates

Categories	Geographies	2010	2009-10%
Facial Care	World	53,739,1	4,5
Facial Care	Asia Pacific	26,150,0	4,8
Facial Care	Australasia	968,1	3,1
Facial Care	Eastern Europe	2,730,6	5,9
Facial Care	Latin America	3,740,5	12,5
Facial Care	Middle East and Africa	922,2	10,7
Facial Care	North America	6,840,4	2,8
Facial Care	Western Europe	12,387,4	1,9
Facial Care	France	2,358,1	0,3
Facial Care	Germany	2,654,1	3
Facial Care	Italy	1,347,6	-2,4
Facial Care	Spain	1,225,3	0,2
Facial Care	United Kingdom	1,956,0	6,6
Acne Treatments	World	2,305,3	3,3
Acne Treatments	Asia Pacific	258,5	4,9
Acne Treatments	Australasia	28,8	3,9
Acne Treatments	Eastern Europe	134,3	10,6
Acne Treatments	Latin America	289,8	9,1
Acne Treatments	Middle East and Africa	50,0	5,9
Acne Treatments	North America	996,3	1,9
Acne Treatments	Western Europe	547,6	0,3
Face Masks	World	2,216,6	5,4
Face Masks	Asia Pacific	1,604,1	6,6
Face Masks	Australasia	33,4	4,5
Face Masks	Eastern Europe	91,1	5,1
Face Masks	Latin America	75,3	7,8
Face Masks	Middle East and Africa	35,6	10,9
Face Masks	North America	53,0	1
Face Masks	Western Europe	324,1	-0,2
Facial Cleansers	World	9,092,3	3,6
Facial Cleansers	Asia Pacific	4,640,6	3,8
Facial Cleansers	Australasia	250,5	3
Facial Cleansers	Eastern Europe	305,9	5
Facial Cleansers	Latin America	429,1	13
Facial Cleansers	Middle East and Africa	160,0	12,5
Facial Cleansers	North America	1,296,7	1,1
Facial Cleansers	Western Europe	2,019,6	2,2
Facial Moisturisers	World	18,678,4	4,1
Facial Moisturisers	Asia Pacific	9,939,2	4,7
Facial Moisturisers	Australasia	347,9	1,9
Facial Moisturisers	Eastern Europe	1,186,7	5,1
Facial Moisturisers	Latin America	1,067,7	13,6
Facial Moisturisers	Middle East and Africa	371,6	11,8
Facial Moisturisers	North America	1,474,4	1
Facial Moisturisers	Western Europe	4,290,9	1,1
Lip Care	World	1,457,3	3,2
Lip Care	Asia Pacific	410,0	1,3
Lip Care	Australasia	19,4	-1,9
Lip Care	Eastern Europe	65,6	6,8
Lip Care	Latin America	45,8	13,1
Lip Care	Middle East and Africa	27,0	10,2
Lip Care	North America	444,3	4,1
Lip Care	Western Europe	445,3	2,4
Nourishers/Anti-Agers	Asia Pacific	5,335,4	10,2
Nourishers/Anti-Agers	Australasia	263,8	5
Nourishers/Anti-Agers	Eastern Europe	864,9	6,8
Nourishers/Anti-Agers	Latin America	1,700,8	13,3
Nourishers/Anti-Agers	Middle East and Africa	238,3	9,4
Nourishers/Anti-Agers	North America	2,332,3	5,4
Nourishers/Anti-Agers	Western Europe	4,352,8	3,2
Toners	Asia Pacific	3,962,2	-0,6
Toners	Australasia	24,3	1,6
Toners	Eastern Europe	82,3	3,3
Toners	Latin America	132,0	3,5
Toners	Middle East and Africa	39,6	8,5
Toners	North America	253,4	0
Toners	Western Europe	407,1	-0,2

Research Sources:

Beauty and Personal Care: Euromonitor from trade sources/national statistics

Note: Historic regional/global values are the aggregation of local currency country data at current prices converted into the common currency using fixed exchange rates.

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Brand Shares Ranking (by Umbrella Brand Name) Historic Retail Value RSP				
Categories	Geographies	Brand	Company name (GBO)	2010
Facial Care	World	Shiseido	Shiseido Co Ltd	1
Facial Care	World	Olay	Procter & Gamble Co, The	2
Facial Care	World	Nivea	Beiersdorf AG	3
Facial Care	World	L'Oréal Paris	L'Oréal Groupe	4
Facial Care	World	Avon	Avon Products Inc	5
Facial Care	World	Clinique	Estée Lauder Cos Inc	6
Facial Care	World	Estée Lauder	Estée Lauder Cos Inc	7
Facial Care	World	Lancôme	L'Oréal Groupe	8
Facial Care	World	Pond's	Unilever Group	9
Facial Care	World	Artistry	Amway Corp	10
Facial Care	Asia Pacific	Shiseido	Shiseido Co Ltd	1
Facial Care	Asia Pacific	Olay	Procter & Gamble Co, The	2
Facial Care	Asia Pacific	Kanebo	Kao Corp	3
Facial Care	Australasia	Olay	Procter & Gamble Co, The	1
Facial Care	Australasia	Nivea	Beiersdorf AG	2
Facial Care	Australasia	L'Oréal Paris	L'Oréal Groupe	3
Facial Care	Eastern Europe	Avon	Avon Products Inc	1
Facial Care	Eastern Europe	Nivea	Beiersdorf AG	2
Facial Care	Eastern Europe	Oriflame	Oriflame Cosmetics SA	3
Facial Care	Latin America	Avon	Avon Products Inc	1
Facial Care	Latin America	Natura	Natura Cosméticos SA	2
Facial Care	Latin America	Pond's	Unilever Group	3
Facial Care	Middle East and Africa	Nivea	Beiersdorf AG	1
Facial Care	Middle East and Africa	Olay	Procter & Gamble Co, The	2
Facial Care	Middle East and Africa	L'Oréal Paris	L'Oréal Groupe	3
Facial Care	North America	Olay	Procter & Gamble Co, The	1
Facial Care	North America	Neutrogena	Johnson & Johnson Inc	2
Facial Care	North America	Clinique	Estée Lauder Cos Inc	3
Facial Care	Western Europe	Nivea	Beiersdorf AG	1
Facial Care	Western Europe	L'Oréal Paris	L'Oréal Groupe	2
Facial Care	Western Europe	Olay	Procter & Gamble Co, The	3
Facial Care	France	Yves Rocher	Yves Rocher SA	1
Facial Care	France	L'Oréal Paris	L'Oréal Groupe	2
Facial Care	France	Nivea	Beiersdorf AG	3
Facial Care	Germany	Nivea	Beiersdorf AG	1
Facial Care	Germany	L'Oréal Paris	L'Oréal Groupe	2
Facial Care	Germany	Olay	Procter & Gamble Co, The	3
Facial Care	Italy	Nivea	Beiersdorf AG	1
Facial Care	Italy	Vichy	L'Oréal Groupe	2
Facial Care	Italy	L'Oréal Paris	L'Oréal Groupe	3
Facial Care	Spain	Nivea	Beiersdorf AG	1
Facial Care	Spain	L'Oréal Paris	L'Oréal Groupe	2
Facial Care	Spain	Diadermine	Henkel AG & Co KGaA	3
Facial Care	United Kingdom	Olay	Procter & Gamble Co, The	1
Facial Care	United Kingdom	Nivea	Beiersdorf AG	2
Facial Care	United Kingdom	L'Oréal Paris	L'Oréal Groupe	3