



Listado de categorías de:

- Producto terminado
- Packaging
- Ingredientes

De las que puede solicitarse información detallada a partir de 2019

---

## CATEGORÍAS DE PRODUCTO TERMINADO

### CATEGORIES

#### **Baby and Child-Specific Products**

Baby and Child-Specific Toiletries  
Baby and Child-Specific Hair Care  
Baby and Child-Specific Skin Care  
Baby and Child-Specific Sun Care  
Baby Wipes  
Medicated Baby and Child-Specific Products  
Nappy (Diaper) Rash Treatments

#### **Bath and Shower**

Bar Soap  
Bath Additives  
Body Wash / Shower Gel  
Intimate Hygiene  
Intimate Washes  
Intimate Wipes  
Liquid Soap  
Talcum Powder

#### **Deodorants**

Deodorant Sprays  
Deodorant Pumps  
Deodorant Roll-Ons  
Deodorant Sticks  
Deodorant Creams  
Deodorant Wipes

#### **Hair Care**

Shampoos  
Standard Shampoos

Medicated Shampoos  
2-in-1 Products  
Conditioners and Treatments  
Styling Agents  
Perms and Relaxants  
Colourants  
Hair Loss Treatments  
Salon Professional Hair Care

#### **Colour Cosmetics**

Facial Make-Up  
BB/CC Creams  
Premium BB/CC Creams\*  
Mass BB/CC Creams\*  
Foundation / Concealer  
Premium Foundation / Concealer\*  
Mass Foundation / Concealer\*  
Blusher / Bronzer / Highlighter  
Premium Blusher / Bronzer / Highlighter\*  
Mass Blusher / Bronzer / Highlighter\*  
Powder  
Premium Powder\*  
Mass Powder\*  
Other Facial Make-Up  
Premium Other Facial Make-Up\*  
Mass Other Facial Make-Up\*  
Eye Make-Up  
Mascara  
Premium Mascara\*

- Mass Mascara\*
- Eye Shadow
  - Premium Eye Shadow\*
  - Mass Eye Shadow\*
- Eye Liner / Pencil
  - Premium Eye Liner / Pencil\*
  - Mass Eye Liner / Pencil\*
- Other Eye Make-Up
  - Premium Other Eye Make-Up\*
  - Mass Other Eye Make-Up\*
- Lip Products
  - Lipstick
    - Premium Lipstick\*
    - Mass Lipstick\*
  - Lip Gloss
    - Premium Lip Gloss\*
    - Mass Lip Gloss\*
  - Lip Liner / Pencil
    - Premium Lip Liner / Pencil\*
    - Mass Lip Liner / Pencil\*
  - Other Lip Products
    - Premium Other Lip Products\*
    - Mass Other Lip Products\*
- Nail Products
  - Nail Polish
    - Premium Nail Polish\*
    - Mass Nail Polish\*
  - Nail Treatments / Strengtheners
    - Premium Nail Treatments / Strengtheners\*
    - Mass Nail Treatments / Strengtheners\*
  - Polish Remover
    - Premium Polish Remover\*
    - Mass Polish Remover\*
  - Other Nail Products
    - Premium Other Nail Products\*
    - Mass Other Nail Products\*
- Colour Cosmetics Sets/Kits
  - Premium Colour Cosmetics Sets/Kits\*
  - Mass Colour Cosmetics Sets/Kits\*

### **Men's Grooming**

- Men's Shaving
  - Men's Pre-Shave
  - Men's Razors and Blades
  - Men's Post-Shave
- Men's Toiletries
  - Men's Bath and Shower
    - Premium Men's Bath and Shower
    - Mass Men's Bath and Shower
  - Men's Deodorants
    - Premium Men's Deodorants

- Mass Men's Deodorants
- Men's Hair Care
  - Premium Men's Hair Care
  - Mass Men's Hair Care
- Men's Skin Care
  - Premium Men's Skin Care
  - Mass Men's Skin Care
- Men's Fragrances
  - Premium Men's Fragrances
  - Mass Men's Fragrances

### **Oral Care**

- Toothpaste
- Manual Toothbrushes
- Mouthwashes / Dental Rinses
- Denture Care
  - Denture Fixatives\*
  - Denture Cleansers\*
- Mouth Fresheners
- Dental Floss
- Tooth Whiteners
- Power Toothbrushes
  - Battery Toothbrushes
- Battery Toothbrush Units
- Battery Toothbrush Replacement Heads
  - Electric Toothbrushes
  - Electric Toothbrush Units
  - Electric Toothbrush Replacement Heads

### **Fragrances**

- Premium Fragrances
  - Premium Men's Fragrances
  - Premium Women's Fragrances
  - Premium Unisex Fragrances
  - Premium Fragrance Sets/Kits
- Mass Fragrances
  - Mass Men's Fragrances
  - Mass Women's Fragrances
  - Mass Unisex Fragrances
  - Mass Fragrance Sets/Kits

### **Skin Care**

- Facial Care
  - Acne Treatments
    - Premium Acne Treatments
    - Mass Acne Treatments
  - Facial Moisturisers
    - Premium Facial Moisturisers
    - Mass Facial Moisturisers
- Anti-Agers
  - Premium Anti-Agers

Mass Anti-Agers  
Facial Cleansers  
Liquid / Cream / Gel / Bar Cleansers  
Premium Liquid / Cream / Gel / Bar Cleansers  
Mass Liquid / Cream / Gel / Bar Cleansers  
Facial Cleansing Wipes  
Premium Facial Cleansing Wipes  
Mass Facial Cleansing Wipes

Toners  
Premium Toners  
Mass Toners

Face Masks  
Premium Face Masks  
Mass Face Masks

Lip Moisturiser  
Premium Lip Moisturisers  
Mass Lip Moisturisers

Body Care  
Firming / Anti-Cellulite Body Care  
Premium Firming / Anti-Cellulite Body Care  
Mass Firming / Anti-Cellulite Body Care

General Purpose Body Care  
Premium General Purpose Body Care  
Mass General Purpose Body Care

Hand Care  
Premium Hand Care  
Mass Hand Care

Skin Care Sets / Kits  
Premium Skin Care Sets / Kits  
Mass Skin Care Sets / Kits

**Depilatories** Women's Pre-  
Shave Women's Razors and  
Blades

Hair Removers / Bleaches

### **Sun Care**

Adult Sun Care  
Sun Protection  
Premium Sun Protection\*  
Mass Sun Protection\*  
Aftersun  
Premium Aftersun\*  
Mass Aftersun\*  
Self-Tanning  
Premium Self-Tanning\*  
Mass Self-Tanning\*

Baby and Child-Specific Sun Care

### **Premium Beauty and Personal Care**

Premium Baby and Child-Specific Products  
Premium Bath and Shower  
Premium Deodorants  
Premium Colour Cosmetics  
Premium Fragrances  
Premium Skin Care  
Premium Sun Care  
Premium Hair Care

### **Mass Beauty and Personal Care**

Mass Baby and Child-Specific Products  
Mass Bath and Shower  
Mass Deodorants  
Mass Colour Cosmetics  
Mass Fragrances  
Mass Skin Care  
Mass Sun Care  
Mass Hair Care

### **Prestige Beauty and Personal Care\*\***

Prestige Baby and Child-Specific Products  
Prestige Bath and Shower  
Prestige Deodorants  
Prestige Colour Cosmetics  
Prestige Fragrances  
Prestige Skin Care  
Prestige Adult Sun Care  
Prestige Hair Care

*\*Data for core markets only (France, Germany, US, UK, Spain, Russia, Mexico, Japan, Brazil, Italy)*

*\*\* Prestige Beauty and Personal Care is an alternative view of Premium Beauty and Personal Care, which excludes premium pharma/therapeutic brands based on a pre-defined central list.*

## **STATISTICS**

#### Retail value sales trends

- 2003-2022
- Manufacturer selling price (msp) and retail selling price (rsp)

#### Retail volume sales trends

- 2003-2022
- Volume data (litres, kilograms, units) and volume alternative data (units)

#### Company shares

- 2008-2017
- % share and actual
- by global brand owner and local brand owner

#### Brand shares

- 2008-2017
- % share and actual
- by global brand name, local brand name and by umbrella brand name

#### Retail distribution patterns

- 2003-2017
- % share and actual

#### Pricing

- 2016, 2017

# SYSTEM DETAIL: PACKAGING

## Beauty and Personal Care Packaging

### Baby and Child-Specific Products Packaging

- Baby and Child-Specific Hair Care
- Baby and Child-Specific Skin Care
- Baby and Child-Specific Sun Care
- Baby and Child-Specific Toiletries

### Bath and Shower Packaging

- Bar Soap
- Bath Additives
  - Bath Foam / Gel
  - Bath Oil / Pearls
  - Bath Salts / Powder
  - Other Bath Additives
- Body Wash / Shower Gel
- Intimate Hygiene
  - Intimate Washes
  - Intimate Wipes
- Liquid Soap
- Talcum Powder

### Colour Cosmetics Packaging

- Eye Make-Up
  - Eye Liner / Pencil
  - Eye Shadow
  - Mascara
  - Other Eye Make-Up
- Facial Make-Up
  - BB / CC Creams
  - Blusher / Bronzer / Highlighter
  - Foundation / Concealer
  - Powder
  - Other Facial Make-Up
- Lip Products
  - Lip Gloss
  - Lip Liner / Pencil
  - Lipstick
  - Other Lip Products
- Nail Products
  - Nail Polish
  - Nail Treatments / Strengtheners
  - Polish Remover
  - Other Nail Products

### Deodorants Packaging

- Deodorant Creams
- Deodorant Pumps
- Deodorant Roll-ons
- Deodorant Sprays
- Deodorant Sticks

### Depilatories Packaging

- Hair Removers / Bleaches
  - Women's Pre-Shave
  - Women's Razors and Blades

### Fragrances Packaging

- Premium Fragrances
- Mass Fragrances

### Hair Care Packaging

- 2-in-1 Products
- Colourants
- Conditioners
- Perms and Relaxants
- Salon Hair Care
- Standard Shampoos
- Styling Agents

### Men's Grooming Packaging

- Men's Shaving
  - Men's Post-Shave
  - Men's Pre-Shave
  - Men's Razors and Blades
- Men's Toiletries
  - Men's Bath and Shower
  - Men's Deodorants
  - Men's Hair Care
  - Men's Skin Care

### Oral Care Packaging

- Dental Floss
- Denture Care
- Mouth Fresheners
- Mouthwashes / Dental Rinses
- Toothbrushes
  - Manual Toothbrushes
  - Power Toothbrushes
- Tooth Whiteners
- Toothpaste

### Skin Care Packaging

- Body Care
- Facial Care
  - Face Masks
  - Facial Cleansers
    - Liquid / Cream / Gel / Bar Cleansers
    - Facial Cleansing Wipes
  - Facial Moisturisers

- Lip Care
- Anti-Agers
- Toners
- Hand Care

### **Adult Sun Care Packaging**

- Aftersun
- Self-Tanning
- Sun Protection

# SYSTEM DETAIL: INGREDIENTS

### **Cosmetics and Toiletries**

#### Baby and Child-specific Products

- Baby Toiletries
- Baby Hair Care
- Baby Skin Care
- Baby Sun Care

#### Bath and Shower Products

- Bath Additives
- Body Wash / Shower Gel
- Bar Soap
- Liquid Soap
- Talcum Powder

#### Deodorants

- Deodorant Sprays
- Deodorant Pumps
- Deodorant Roll-Ons
- Deodorant Sticks

#### Deodorant Creams

- Deodorant Wipes

#### Hair Care

- Shampoo
  - Standard Shampoo
  - Medicated Shampoo
- 2-in-1 Products
- Conditioners
- Styling Agents
- Perms and Relaxants
- Colourants
- Salon Hair Care

#### Colour Cosmetics

- Facial Make-Up
  - Foundation / Concealer
  - Blusher / Bronzer / Highlighter
  - BB / CC Creams
  - Powder
  - Other Facial Make-Up
- Eye Make-Up
  - Mascara
  - Eye Shadow
  - Eye Liner / Pencil
  - Other Eye Make-Up

#### Lip Products

- Lipstick
- Lip Gloss
- Lip Liner / Pencil
- Other Lip Products

#### Nail Products

- Nail Polish
- Nail Treatments / Strengtheners
- Polish Remover
- Other Nail Products

#### Men's Grooming

#### Men's Fragrances

- Perfume
- Men's Fragrances

#### Men's Shaving

- Men's Pre-Shave
- Men's Post-Shave

#### Men's Toiletries

- Men's Bath and Shower
- Men's Deodorants
- Men's Hair Care
- Men's Skin Care

#### Oral Hygiene

- Toothpaste
- Mouthwashes / Dental Rinses
- Denture Care
- Mouth Fresheners
- Tooth Whiteners

Dental Floss

Tooth Whiteners

Fragrances

Premium Fragrances

Pre m i um Me n ' s F ra g ra n c e s

Pre m i um W om e n ' s F ra g ra n c e s

es

Premium Unisex Fragrances

Mass Fragrances

Ma s s Me n ' s F ra g ra n c e s

Ma s s W om e n ' s F ra g ra n c e s

Mass Unisex Fragrances

Skin Care

Facial Care

Acne Treatments

Facial Moisturisers

Anti-Agers

Facial Cleansers

Liquid / Cream / Gel / Bar Cleansers

Facial Cleansing Wipes

Toners

Lip Care

Body Care

Firming / Anti-Cellulite Body Care

General Purpose Body Care

Hand Care

Depilatories

Women ' s Pre -Shave

Sun Care

Sun Protection

Aftersun

Self-Tanning