

# Cosmetics & Toiletries USA 2009

## Fact Sheet

### The Market

The cosmetics and toiletries market posts declining sales for the first time in several years, as consumers cut back on luxury products due to the economic downturn. Manufacturers' sales of cosmetics and toiletries posts a decrease of 0.8% to \$35.5 billion in 2009. Skin care remains the largest product class but posts a marginal decline. Toiletries registers the strongest growth of 2.5%. Fragrances suffers the greatest decline of 7.5%.

### Companies

The 10 largest companies record combined sales of approximately \$22.6 billion in 2009, representing 63.7% of the total industry. Procter & Gamble remains the industry leader by a wide margin, followed by L'Oréal and Unilever, respectively.

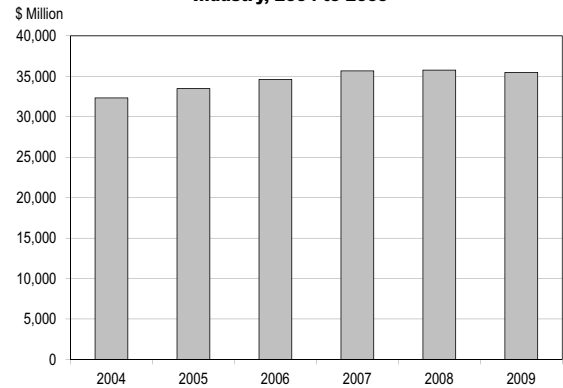
### Retail Channels

Cosmetics and toiletries are sold through a wide variety of purchase channels. Mass merchandisers continue to be the leading retail channel for cosmetics and toiletries.

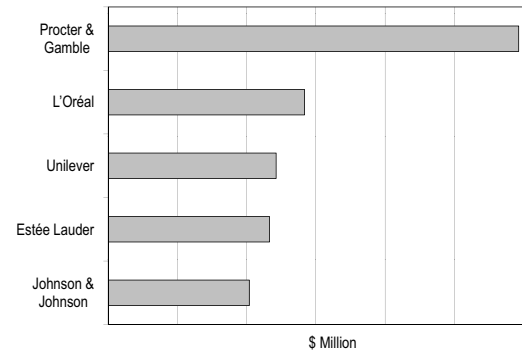
### Outlook

The cosmetics and toiletries industry is expected to see moderate growth over the forecast period. The makeup product class is projected to lead the industry in terms of growth, with sales increasing by a CAGR of 3.0% over the forecast period.

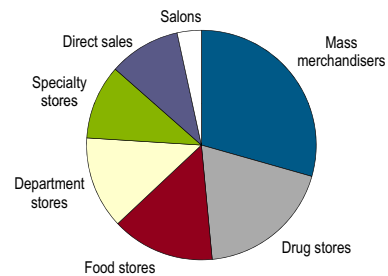
**Manufacturers' Sales in the U.S. Cosmetics and Toiletries Industry, 2004 to 2009**



**U.S. Manufacturers' Sales of the Five Leading Marketers of Cosmetics and Toiletries, 2009**



**U.S. Sales of Cosmetics and Toiletries by Retail Channel, 2009**



**Projected Dollar Sales of the U.S. Cosmetics and Toiletries Industry by Product Class, 2009 to 2014**

