

Natural Personal Care 2010:

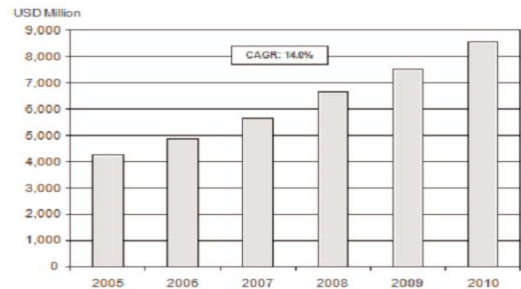
Global Market Analysis and Competitive Brand Assessment

Asia Fact Sheet

The Market

Since 2005, the natural personal care market in Asia registers a 14.0% CAGR. Asia is the largest market of natural personal care products whereas Brazil is the fastest growing market in the world. Dominated by traditional herbal formulations, China remains the largest market of natural personal care products in Asia.

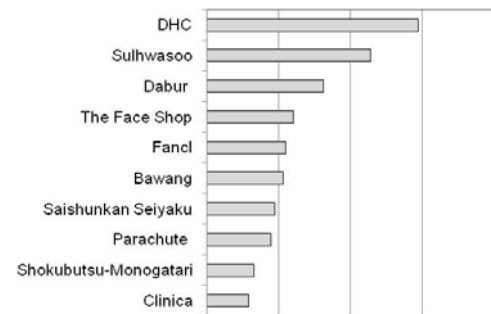
Natural Personal Care Sales in Asia, 2005 to 2010



Competitive Landscape

The market is dominated by local players as opposed to multinational ones. DHC is the largest natural brand in Asia, followed by Sulhwasoo.

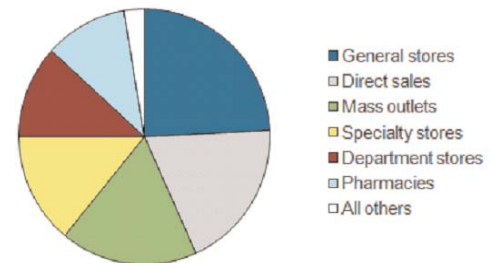
Natural Personal Care Sales of Leading Marketers, 2010



Channels of Distribution

General stores remain the largest retail channel in Asia, followed by the direct sales channel. Pharmacies and mass outlets represent the fastest growing retail channels in Asia in 2010.

Natural Personal Care Sales by Channel of Distribution 2010



Future Outlook

The natural personal care market will continue to enjoy double-digit growth in Asia to reach approximately USD 16.2 billion in 2015. The markets in Asia are going through a major paradigm shift, with renewed interest for natural products.

Forecast Manufacturers' Sales of Natural Personal Care Products in Asia, 2010 to 2015

