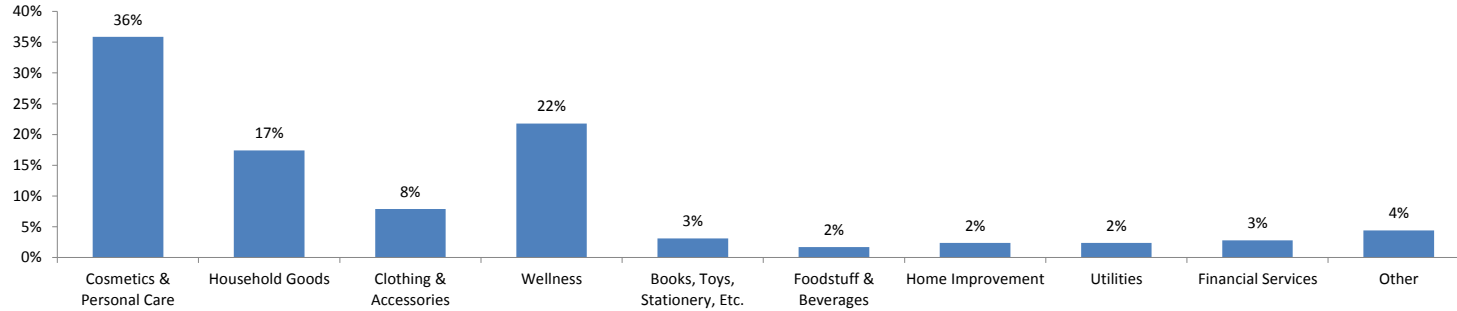




Global Report on Product Categories - 2010

Published 11-3-2011



2010 Sales by Product Category

Region/Country	Cosmetics & Personal Care	Household Goods	Clothing & Accessories	Wellness	Books, Toys, Stationery, Etc.	Foodstuff & Beverages	Home Improvement	Utilities	Financial Services	Other
Global	36%	17%	8%	22%	3%	2%	2%	2%	3%	4%
Asia/Pacific	28%	15%	4%	33%	4%	1%	4%	1%	0%	9%
Australia	30%	18%	9%	20%	0%	0%	0%	0%	0%	23%
China	na	na	na	na	na	na	na	na	na	na
Hong Kong	24%	5%	0%	68%	2%	1%	0%	0%	0%	0%
India	31%	7%	0%	47%	0%	1%	10%	0%	0%	4%
Indonesia (1)	10%	6%	12%	19%	0%	46%	0%	0%	0%	7%
Japan	29%	19%	6%	28%	4%	0%	6%	0%	0%	9%
Korea	29%	8%	0%	38%	10%	0%	0%	5%	0%	10%
Malaysia	19%	20%	9%	35%	2%	6%	2%	0%	0%	7%
New Zealand	33%	12%	17%	27%	0%	2%	0%	0%	2%	7%
Philippines	na	na	na	na	na	na	na	na	na	na
Singapore	22%	16%	0%	60%	0%	1%	0%	0%	0%	1%
Taiwan (2)	16%	11%	5%	59%	1%	2%	0%	0%	0%	6%
Thailand	39%	14%	0%	39%	1%	3%	0%	0%	0%	3%
Vietnam	na	na	na	na	na	na	na	na	na	na
Other Asia/Pacific	na	na	na	na	na	na	na	na	na	na
Europe/Africa	37%	24%	7%	12%	4%	4%	6%	3%	1%	2%
Austria (1)	21%	29%	0%	13%	8%	3%	0%	0%	0%	27%
Belgium	23%	31%	25%	1%	14%	2%	0%	4%	0%	0%
Bulgaria	80%	1%	7%	13%	0%	0%	0%	0%	0%	0%
Croatia	55%	4%	5%	23%	0%	0%	0%	11%	0%	2%
Czech Republic	78%	9%	7%	3%	0%	3%	0%	0%	0%	0%

Denmark	30%	8%	0%	37%	0%	0%	0%	25%	0%	0%
Estonia	66%	5%	7%	20%	0%	0%	0%	0%	0%	2%
Finland	26%	46%	1%	25%	0%	0%	0%	0%	0%	2%
France	10%	21%	8%	10%	4%	2%	39%	6%	0%	0%
Germany (2)	15%	38%	10%	13%	8%	5%	7%	2%	0%	0%
Greece (1)	43%	26%	1%	7%	0%	0%	0%	0%	0%	23%
Hungary	69%	5%	7%	16%	0%	0%	0%	0%	0%	2%
Ireland	37%	10%	12%	19%	3%	1%	0%	19%	0%	0%
Israel (1)	3%	15%	2%	46%	0%	28%	2%	0%	0%	4%
Italy	27%	32%	0%	18%	4%	14%	0%	2%	0%	3%
Latvia	69%	15%	5%	9%	0%	0%	0%	0%	1%	1%
Lithuania	65%	16%	4%	12%	0%	0%	0%	0%	0%	3%
Luxembourg	na	na	na	na	na	na	na	na	na	na
Netherlands	21%	8%	0%	54%	0%	0%	0%	14%	0%	2%
Norway	45%	10%	0%	37%	0%	2%	1%	5%	0%	0%
Poland	71%	10%	8%	9%	0%	1%	0%	2%	0%	0%
Portugal	na	na	na	na	na	na	na	na	na	na
Romania	70%	5%	7%	13%	0%	2%	3%	0%	0%	0%
Russia	73%	12%	9%	6%	0%	0%	0%	0%	0%	1%
Slovakia	70%	20%	0%	10%	0%	0%	0%	0%	0%	0%
Slovenia	45%	35%	5%	15%	0%	0%	0%	0%	0%	0%
South Africa	25%	34%	1%	18%	1%	0%	0%	1%	20%	0%
Spain	31%	12%	16%	15%	20%	0%	0%	6%	0%	0%
Sweden	42%	9%	9%	28%	5%	2%	2%	3%	0%	0%
Switzerland (1)	17%	31%	1%	3%	5%	7%	1%	0%	0%	36%
Turkey	70%	16%	8%	6%	0%	0%	0%	0%	0%	0%
Ukraine	96%	4%	0%	0%	0%	0%	0%	0%	0%	0%
United Kingdom	30%	30%	13%	10%	5%	1%	0%	9%	2%	0%
Other Europe/Africa	na	na	na	na	na	na	na	na	na	na
Latin America	70%	9%	12%	9%	0%	0%	0%	0%	0%	0%
Argentina	61%	20%	17%	1%	0%	0%	0%	0%	0%	0%
Bolivia	77%	2%	21%	0%	0%	0%	0%	0%	0%	0%
Brazil	86%	10%	0%	4%	0%	0%	0%	0%	0%	0%
Chile	90%	0%	6%	4%	0%	0%	0%	0%	0%	0%
Colombia	63%	10%	12%	11%	0%	4%	0%	0%	0%	0%
Ecuador	52%	12%	17%	15%	2%	1%	0%	1%	0%	0%
Mexico (2)	41%	6%	33%	20%	0%	0%	0%	0%	0%	0%
Peru	85%	2%	8%	5%	0%	0%	0%	0%	0%	0%
Uruguay	na	na	na	na	na	na	na	na	na	na
Venezuela	na	na	na	na	na	na	na	na	na	na
Central America/Caribbean (3)	69%	10%	12%	8%	0%	0%	0%	0%	0%	0%
Other Latin America	na	na	na	na	na	na	na	na	na	na
North America	19%	23%	11%	23%	3%	2%	0%	6%	10%	3%
Canada	na	na	na	na	na	na	na	na	na	na
United States (2)	19%	23%	11%	23%	3%	2%	0%	6%	10%	3%

©Copyright WFDSA 2011 na = not available

Note: Figures are based on DSA member companies unless otherwise noted.

(1) Source: ©Euromonitor International, Ltd. 2011.

(2) Includes non-member companies.

(3) Central America/Caribbean includes Dominican Republic, Costa Rica, El Salvador, Guatemala, Honduras and Panama.