

# 2014Q1 Beauty & Personal Care Products

## Industry Analysis Report

2014.12



# Catalog

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## 1. 2014Q1 Chinese Beauty & Personal Care Products Industry Export Situation and Analysis

### 1.1. 2014 Jan. to Mar. Chinese Beauty or Make-up Preparations and Preparations for Skin Care (HS:3304) Export Situation

#### 1.1.1. Product Description

HS Code	Product Name
3304	Beauty or make-up preparations and preparations for the care of the skin (other than medicaments), including sunscreen or suntan preparations; manicure or pedicure preparations. Hereinafter referred to as "Beauty or make-up preparations and preparations for skin care"
330410	Lip makeup preparations
330420	Eye makeup preparations
330430	Manicure or pedicure preparations
330491	Powders, whether or not compressed
330499	Other beauty or make-up preparations and preparations for skin care

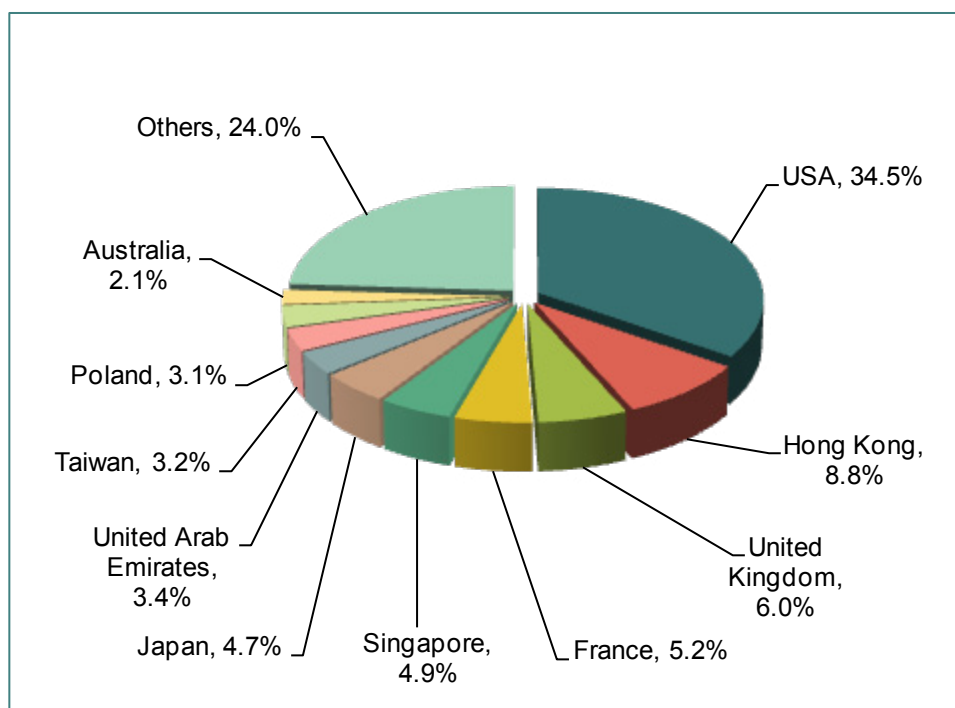
#### 1.1.2. 2014 Jan. to Mar. Chinese Beauty or Make-up Preparations and Preparations for Skin Care (HS: 3304) Export Volume and Value

Month	Volume (Kg)	Value (U.S. dollar)	Year on Year	
			Volume	Value
Jan.	10,689,570	108,763,782	20.1%	21.3%
Feb.	5,123,832	62,851,395	-23.1%	-18.7%
Mar.	8,020,994	86,369,964	7.9%	11.0%
Total	23,834,396	257,985,141	3.6%	5.4%

In the first quarter of 2014, the export value of Chinese beauty or make-up preparations and preparations for skin care was 0.26 billion dollars, increased 5.4% year on year.

**1.1.3. 2014 Jan. to Mar. Chinese Beauty or Make-up Preparations and Preparations for Skin Care (HS: 3304) Export Countries and Regions Distribution**

No.	Countries / Regions	Volume (Kg)	Value (U.S. dollar)	Year on Year	
				Volume	Value
1	USA	9,919,233	88,885,816	2.9%	13.1%
2	Hong Kong	1,303,900	22,719,367	8.2%	-12.2%
3	United Kingdom	1,680,966	15,606,147	3.4%	-9.2%
4	France	571,752	13,528,330	20.3%	10.2%
5	Singapore	540,038	12,723,819	14.0%	-6.7%
6	Japan	466,934	12,013,758	-30.4%	-16.6%
7	United Arab Emirates	1,360,113	8,728,111	-1.0%	17.7%
8	Taiwan	679,268	8,372,567	29.2%	21.0%
9	Poland	420,567	7,979,030	-13.0%	-1.3%
10	Australia	622,437	5,406,668	-7.0%	-9.7%
11	Thailand	180,476	4,809,992	-28.9%	15.4%
12	Germany	449,041	4,725,978	14.5%	11.6%
13	Belgium	276,986	4,364,990	126.1%	212.0%
14	Brazil	445,137	4,114,052	-12.2%	-1.0%
15	Italy	159,217	3,978,867	17.3%	1.6%
16	Mexico	391,268	3,479,521	188.5%	103.9%
17	Netherlands	573,189	3,400,505	73.4%	65.7%
18	Malaysia	129,860	3,247,061	-14.3%	-1.6%
19	Republic of Korea	180,927	3,075,926	55.2%	42.1%
20	India	149,004	2,899,406	-11.7%	-4.5%



In the first quarter of 2014, USA was the largest export market for Chinese beauty or make-up preparations and preparations for skin care. The export value to USA in the first quarter 2014 was 89 million dollars, increased 13.1% year on year, which accounted for 34.5% of the total export value of these products in the first quarter, followed by Hong Kong, which accounted for 8.8%.

### 1.1.4. 2014 Jan. to Mar. Chinese Beauty or Make-up Preparations and Preparations for Skin Care (HS: 3304) Export Enterprises Distribution

Regions	Jan. to Mar. Total Export Value (U.S. dollar)	Year on Year	Percentage
Guangdong	87,113,895	3.4%	33.8%
Shanghai	75,438,140	6.6%	29.2%
Zhejiang	40,973,982	1.5%	15.9%
Jiangsu	18,479,212	-23.2%	7.2%
Fujian	14,947,894	10.6%	5.8%

The export sources of Chinese beauty or make-up preparations and preparations for skin care were mainly in Guangdong, Shanghai, Zhejiang, etc. In the first quarter of 2014, the export value of Guangdong accounted for 33.8% of the total export value of the whole country, and Shanghai accounted for 29.2%, Zhejiang accounted for 15.9%. Among the top five export sources, only Jiangsu's export value decreased 23.2%, while the export value of other places all increased in varying degrees.

## 1.2. 2014 Jan. to Mar. Chinese Preparations for Use on the Hair (HS:3305) Export Situation

### 1.2.1. Product Description

HS Code	Product Name
3305	Preparations for use on the hair
330590	Other preparations for use on the hair

### 1.2.2. 2014 Jan. to Mar. Chinese Preparations for Use on the Hair (HS:3305) Export Volume and Value

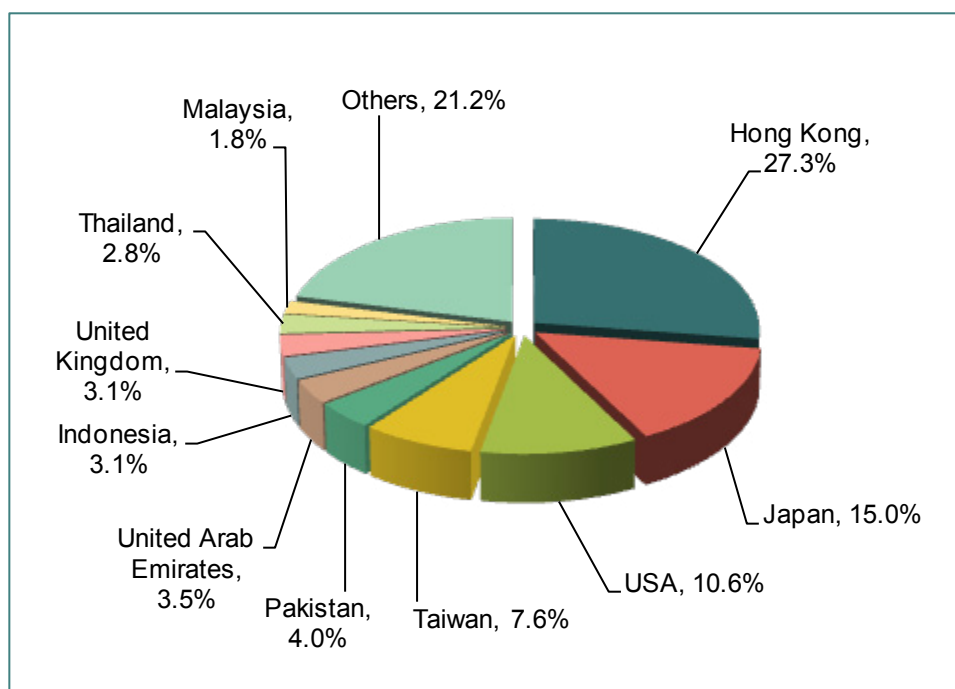
Month	Volume (Kg)	Value (U.S. dollar)	Year on Year	
			Volume	Value
Jan.	9,653,722	29,504,854	5.2%	16.3%
Feb.	4,465,733	15,013,273	-32.8%	-25.0%
Mar.	7,989,105	24,137,310	-20.2%	-9.3%
Total	22,108,560	68,655,437	-14.4%	-4.7%

From Jan. to Mar. 2014, the export value of Chinese preparations for use on the hair was 69 million dollars, decreased 4.7% year on year.

### 1.2.3. 2014 Jan. to Mar. Chinese Preparations for Use on the Hair (HS:3305) Export Countries and Regions Distribution

No.	Countries / Regions	Volume (Kg)	Value (U.S. dollar)	Year on Year	
				Volume	Value
1	Hong Kong	5,403,121	18,740,349	-19.0%	-7.9%
2	Japan	1,805,858	10,318,463	-25.2%	-3.8%
3	USA	3,229,442	7,291,660	-0.9%	-0.9%
4	Taiwan	2,484,262	5,191,202	-40.5%	-34.0%
5	Pakistan	1,355,736	2,736,432	-50.5%	-50.7%
6	United Arab Emirates	664,986	2,398,176	34.8%	79.3%
7	Indonesia	360,269	2,148,794	-41.1%	-14.1%
8	United Kingdom	1,030,808	2,101,203	37.5%	20.6%
9	Thailand	411,911	1,889,604	-21.8%	-9.2%
10	Malaysia	277,697	1,266,730	-10.7%	-6.0%
11	Viet Nam	421,049	1,207,993	474.3%	425.8%
12	Philippines	196,941	1,169,142	-13.8%	0.1%
13	Australia	376,037	1,028,867	-31.8%	-40.2%
14	Republic of Korea	196,836	971,589	16.4%	32.0%
15	India	163,228	968,936	36.8%	22.6%
16	Saudi Arabia	143,093	921,008	86.5%	127.0%
17	Mexico	361,116	816,003	1046.6%	867.0%
18	Yemen	264,298	784,200	1570.6%	2717.3%
19	Cuba	477,287	677,987	94.6%	121.7%
20	Canada	245,717	514,865	-2.5%	6.1%





According to data statistics of the first quarter of 2014, Hong Kong, Japan, USA, Taiwan and Pakistan were the top five export markets for Chinese preparations for use on the hair. And the export value to Hong Kong was 19 million dollars from Jan. to Mar., decreased 7.9% year on year. The export value of Hong Kong accounted for 27.3% of the total export value of these products in the first quarter, followed by Japan, which accounted for 15%.

Besides, the export value of Viet Nam, Saudi Arabia, Mexico, Yemen and Cuba increased respectively 425.8%, 127.0%, 867.0%, 2717.3% and 121.7%.

### 1.2.4. 2014 Jan. to Mar. Chinese Preparations for Use on the Hair (HS:3305) Export Enterprises Distribution

Regions	Jan. to Mar. Total Export Value (U.S. dollar)	Year on Year	Percentage
Guangdong	32,451,825	-7.1%	47.3%
Jiangsu	21,786,077	1.7%	31.7%
Shanghai	4,469,541	53.1%	6.5%
Zhejiang	3,830,875	15.2%	5.6%
Tianjin	1,897,668	-65.5%	2.8%

According to data statistics of the first quarter of 2014, the export sources of Chinese preparations for use on the hair were mainly in Guangdong and Jiangsu. The export value of Guangdong accounted for 47.3% of the total export value, and Jiangsu accounted for 31.7%, in the first quarter of 2014.

### 1.3. 2014 Jan. to Mar. Chinese Preparations for Oral or Dental Hygiene (HS: 3306) Export Situation

#### 1.3.1. Product Description

HS Code	Product Name
3306	Preparations for oral or dental hygiene, including denture fixative pastes and powders; yarn used to clean between the teeth (dental floss), in individual retail package. Hereinafter referred to as "Preparations for oral or dental hygiene".
330610	Teeth Cleaning supplies
33061010	Toothpastes
33061090	Other Teeth Cleaning supplies
330620	Yarn used to clean between the teeth (dental floss)
330690	Preparations for oral hygiene

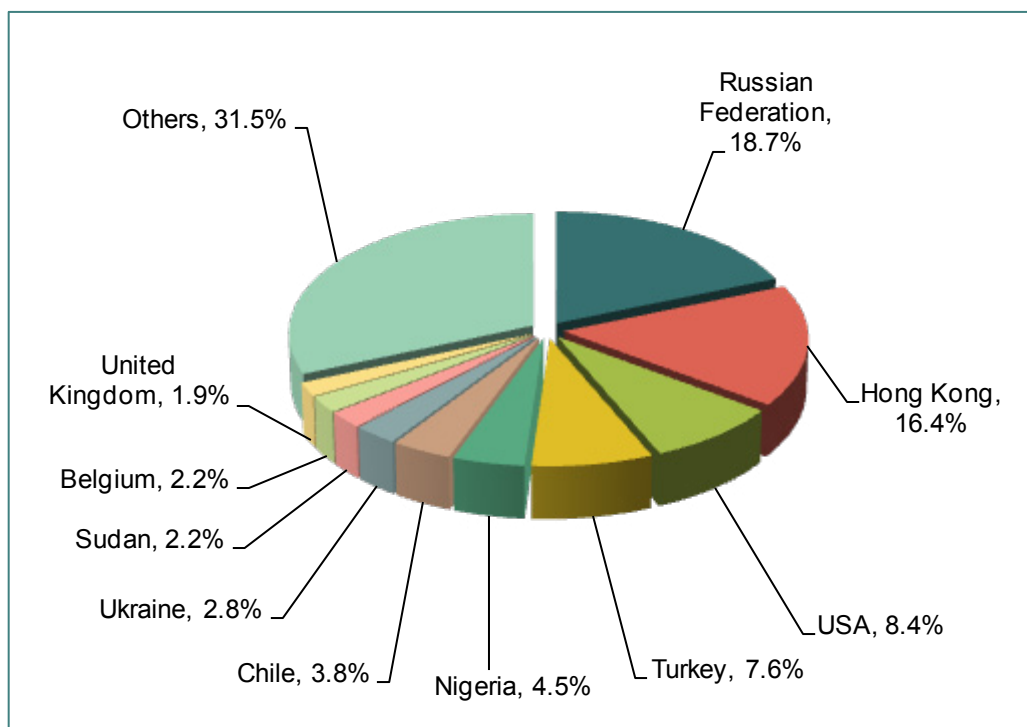
#### 1.3.2. 2014 Jan. to Mar. Chinese Preparations for Oral or Dental Hygiene (HS: 3306) Export Volume and Value

Month	Volume (Kg)	Value (U.S. dollar)	Year on Year	
			Volume	Value
Jan.	16,328,609	36,564,946	65.1%	57.4%
Feb.	9,049,300	20,962,289	39.8%	25.2%
Mar.	13,027,224	28,866,910	5.9%	3.5%
Total	38,405,133	86,394,145	34.0%	27.3%

From Jan. to Mar. 2014, the export volume of Chinese preparations for oral or dental hygiene was 38 thousand tons, increased 34% year on year; the export value was 86 million dollars, increased 27.3% year on year.

## 1.3.3. 2014 Jan. to Mar. Chinese Preparations for Oral or Dental Hygiene (HS: 3306) Export Countries and Regions Distribution

No.	Countries / Regions	Volume (Kg)	Value (U.S. dollar)	Year on Year	
				Volume	Value
1	Russian Federation	9,380,274	16,171,639	81.8%	79.3%
2	Hong Kong	5,480,668	14,190,690	0.0%	0.6%
3	USA	1,059,949	7,283,518	-4.3%	-0.2%
4	Turkey	4,147,628	6,541,584	59.3%	40.9%
5	Nigeria	1,747,703	3,877,066	87.1%	68.6%
6	Chile	1,299,866	3,242,215	402.1%	361.0%
7	Ukraine	1,431,445	2,403,917	21.3%	12.2%
8	Sudan	946,467	1,926,689	-4.3%	-5.0%
9	Belgium	781,101	1,909,712	321.6%	369.6%
10	United Kingdom	420,972	1,626,532	16.2%	6.8%
11	United Arab Emirates	684,911	1,610,401	5.6%	24.4%
12	Philippines	548,366	1,581,404	54.0%	34.5%
13	Poland	1,146,137	1,557,338	15.8%	21.3%
14	Haiti	669,733	1,547,969	89.9%	115.5%
15	Malaysia	673,227	1,311,418	232.2%	202.0%
16	Congo (DRC)	615,585	1,237,366	218.0%	208.6%
17	South Africa	642,506	1,065,570	-20.9%	-18.9%
18	India	255,416	1,029,880	-62.0%	-56.9%
19	Netherlands	227,430	1,024,040	0.5%	14.1%
20	Taiwan	107,267	971,442	-25.3%	113.2%



According to data statistics of the first quarter of 2014, Russian Federation was the biggest export market for Chinese preparations for oral or dental hygiene. The export value of Russian Federation was 16 million dollars from Jan. to Mar., increased 79.3% year on year, which accounted for 18.7% of the total export value. The export value of Chile, Belgium, Haiti, Malaysia, Congo and Taiwan increased largely year on year in the first quarter.

### 1.3.4. 2014 Jan. to Mar. Chinese Preparations for Oral or Dental Hygiene (HS: 3306) Export Enterprises Distribution

Regions	Jan. to Mar. Total Export Value (U.S. dollar)	Year on Year	Percentage
Guangdong	56,539,893	29.6%	65.4%
Shanghai	13,475,861	35.3%	15.6%
Jiangsu	6,247,899	2.3%	7.2%
Anhui	3,377,871	261.1%	3.9%
Shandong	3,030,011	-8.2%	3.5%

The export enterprises of Chinese preparations for oral or dental hygiene were mainly in Guangdong and Shanghai. In the first quarter of 2014, the export value of Guangdong was 57 million dollars, increased 29.6% year on year, which accounted for 65.4% of the total export value.

## 1.4. 2014 Jan. to Mar. Chinese Shavers, Hair Clippers and Hair-Removing Appliances, with Self-Contained Electric Motor (HS: 8510) Export Situation

### 1.4.1. Product Description

HS Code	Product Name
8510	Shavers, hair clippers and hair-removing appliances, with self-contained electric motor
851010	Shavers
851020	Hair clippers
851030	Hair-removing appliances
851090	Shavers and hair clippers parts

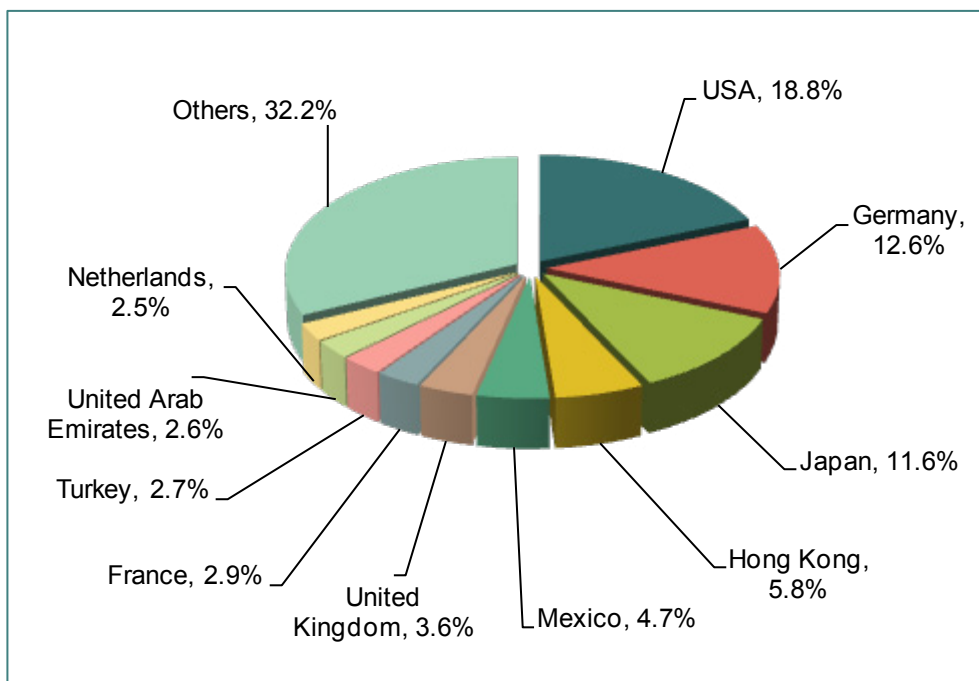
### 1.4.2. 2014 Jan. to Mar. Chinese Shavers, Hair Clippers and Hair-Removing Appliances, with Self-Contained Electric Motor (HS: 8510) Export Volume and Value

Month	Volume (-)	Value (U.S. dollar)	Year on Year	
			Volume	Value
Jan.	16,400,676	96,923,896	19.1%	19.5%
Feb.	7,049,726	54,434,129	-19.4%	-11.9%
Mar.	12,456,832	76,424,173	25.6%	12.0%
Total	35,907,234	227,782,198	10.7%	7.9%

From Jan. to Mar. in 2014, the export value of Chinese shavers, hair clippers and hair-removing appliances, with self-contained electric motor was 230 million dollars, increased 7.9% year on year.

**1.4.3.2014 Jan. to Mar. Chinese Shavers, Hair Clippers and Hair-Removing Appliances, with Self-Contained Electric Motor (HS: 8510) Export Countries and Regions Distribution**

No.	Countries / Regions	Volume (Kg)	Value (U.S. dollar)	Year on Year	
				Volume	Value
1	USA	8,046,318	42,761,517	-7.5%	-7.9%
2	Germany	3,490,547	28,614,950	13.4%	-1.9%
3	Japan	3,016,676	26,324,947	-5.1%	-5.5%
4	Hong Kong	853,776	13,275,939	-11.1%	21.2%
5	Mexico	755,626	10,785,879	179.8%	281.1%
6	United Kingdom	1,145,759	8,116,006	-10.4%	-10.8%
7	France	1,028,850	6,578,987	46.2%	40.8%
8	Turkey	1,347,054	6,216,565	18.2%	28.2%
9	United Arab Emirates	1,152,964	5,966,511	-12.2%	-5.1%
10	Netherlands	1,099,529	5,730,174	54.6%	52.4%
11	India	1,178,239	5,550,996	34.3%	60.7%
12	Poland	743,596	5,490,145	60.7%	21.7%
13	Brazil	1,296,929	4,610,470	15.8%	7.4%
14	Belgium	578,297	4,555,012	-10.5%	-8.6%
15	Australia	796,434	4,462,812	70.3%	33.1%
16	Republic of Korea	423,836	4,264,535	42.3%	13.5%
17	Russian Federation	570,139	3,909,444	-22.5%	-12.2%
18	Malaysia	423,343	2,734,106	179.3%	43.7%
19	Spain	374,547	2,674,758	7.8%	20.5%
20	Italy	421,652	2,486,521	7.3%	10.0%



According to data statistics of the first quarter of 2014, USA was the biggest export market for Chinese shavers, hair clippers and hair-removing appliances, with self-contained electric motor. The export value was 43 million dollars, decreased 7.9% year on year, which accounted for 18.8% of the total export of these products in the first quarter; Followed by Germany and Japan, which accounted for 12.6% and 11.6% respectively.

#### 1.4.4. 2014 Jan. to Mar. Chinese Shavers, Hair Clippers and Hair-Removing Appliances, with Self-Contained Electric Motor (HS: 8510) Export Enterprises Distribution

Regions	Jan. to Mar. Total Export Value (U.S. dollar)	Year on Year	Percentage
Guangdong	136,817,208	14.2%	60.1%
Zhejiang	53,253,728	6.7%	23.4%
Shanghai	28,841,136	-7.0%	12.7%
Jiangsu	6,196,788	-30.2%	2.7%
Xinjiang Uygur Autonomous Region	1,348,766	58.0%	0.6%

The export enterprises of Chinese shavers, hair clippers and hair-removing appliances, with self-contained electric motor were mainly in Guangdong, Zhejiang and Shanghai. In the first quarter of 2014, the export value of Guangdong was 0.14 billion dollars, increased 14.2% year on year, which accounted for 60.1% of the total export value of these products; followed by Zhejiang and Shanghai, which accounted for 23.4% and 12.7% respectively.

## 1.5. 2014 Jan. to Mar. Chinese Toilet Spray, Powder Puffs (HS:9616) Export Situation

### 1.5.1. Product Description

HS Code	Product Name
9616	Scent sprays and similar toilet sprays, and mounts and heads therefor; powder puffs and pads for the application of cosmetics or toilet preparations. Hereinafter referred to as "toilet spray, powder puffs"
961610	Scent sprays and similar toilet sprays, and mounts and heads therefor

### 1.5.2. 2014 Jan. to Mar. Chinese Toilet Spray, Powder Puffs (HS: 9616) Export Volume and Value

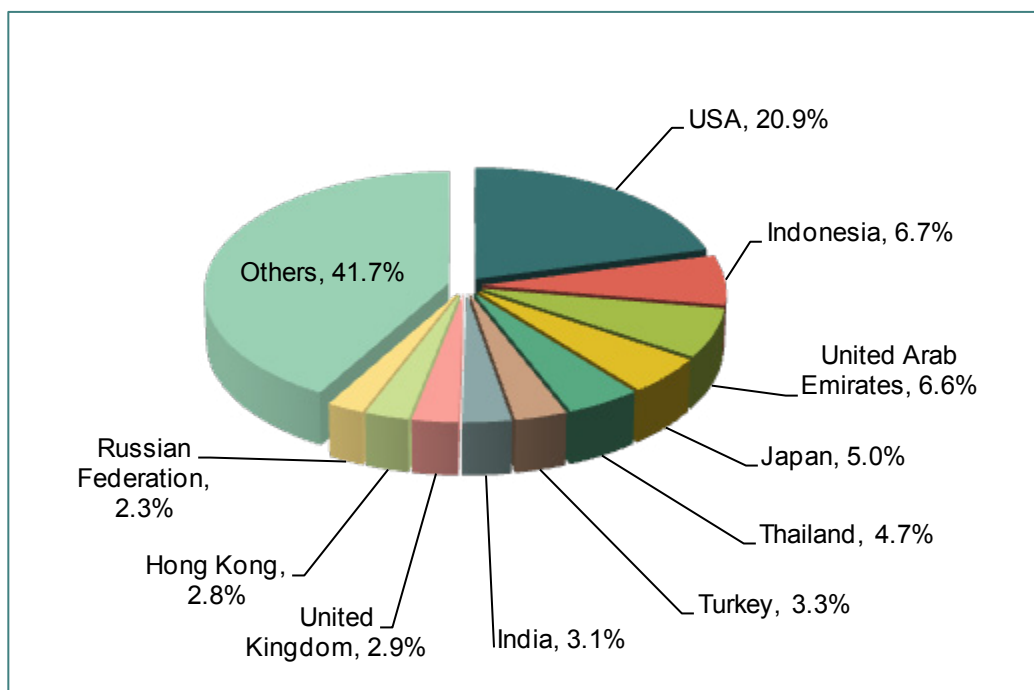
Month	Volume (Kg)	Value (U.S. dollar)	Year on Year	
			Volume	Value
Jan.	3,560,060	35,248,675	-0.1%	10.4%
Feb.	1,670,918	16,068,185	-34.8%	-32.0%
Mar.	3,338,935	25,288,534	16.3%	-1.4%
Total	8,569,913	76,605,394	-4.8%	-5.7%

From Jan. to Mar. in 2014, the export volume of Chinese toilet spray, powder puffs was 8.6 thousand tons, decreased 4.8% year on year; the export value amounted to 77 million dollars, decreased 5.7% year on year.



**1.5.3. 2014 Jan. to Mar. Chinese Toilet Spray, Powder Puffs (HS: 9616) Export Countries and Regions Distribution**

No.	Countries / Regions	Volume (Kg)	Value (U.S. dollar)	Year on Year	
				Volume	Value
1	USA	1,869,534	16,017,455	-0.4%	3.5%
2	Indonesia	441,211	5,155,464	-4.6%	-7.4%
3	United Arab Emirates	593,506	5,072,043	76.6%	51.1%
4	Japan	148,736	3,854,406	-20.6%	-16.2%
5	Thailand	445,576	3,577,303	10.9%	4.5%
6	Turkey	261,412	2,495,537	10.1%	16.9%
7	India	245,136	2,339,441	-13.2%	-19.5%
8	United Kingdom	196,568	2,205,962	0.2%	47.7%
9	Hong Kong	516,348	2,132,318	233.7%	-22.6%
10	Russian Federation	210,226	1,781,321	-8.3%	-6.5%
11	Spain	158,572	1,740,978	-18.8%	10.7%
12	Malaysia	199,910	1,709,653	-36.1%	-20.9%
13	Republic of Korea	224,861	1,541,242	-52.0%	-54.6%
14	Brazil	203,143	1,527,106	-24.8%	-20.4%
15	France	106,962	1,420,545	8.6%	-13.1%
16	Germany	96,629	1,254,021	-29.1%	-25.7%
17	Australia	121,911	1,112,221	50.0%	50.4%
18	Iran	134,122	1,091,282	31.4%	145.3%
19	Poland	75,743	1,005,723	32.4%	44.2%
20	Italy	77,261	1,003,673	-3.4%	11.6%



According to data statistics of the first quarter of 2014, USA was the biggest export market for Chinese toilet spray, powder puffs. The export value of USA was 16 million dollars from Jan. to Mar., increased 3.5%, which accounted for 20.9% of the market share.

#### 1.5.4. 2014 Jan. to Mar. Chinese Toilet Spray, Powder Puffs (HS: 9616) Export Enterprises Distribution

Regions	Jan. to Mar. Total Export Value (U.S. dollar)	Year on Year	Percentage
Zhejiang	31,870,523	6.5%	41.6%
Guangdong	21,074,593	5.0%	27.5%
Jiangsu	14,335,081	-20.7%	18.7%
Shanghai	3,642,268	-12.0%	4.8%
Liaoning	1,728,990	-42.6%	2.3%

The export enterprises of Chinese toilet spray, powder puffs were mainly in Zhejiang, Guangdong and Jiangsu. In the first quarter of 2014, the export value of Zhejiang was 32 million dollars, increased 6.5%, which accounted for 41.6% of the total export value; Followed by Guangdong and Jiangsu, which accounted for 27.5% and 18.7% respectively.

## 2. 2014Q1 Global Beauty and Personal Care Products Industry Major Import Countries

### 2.1. 2014 Jan. to Mar. Beauty or Make-up Preparations and Preparations for Skin Care (HS: 3304) Mainly Import Countries (By Import Value)

Import Countries / Regions	Jan. to Mar. Import Value (Thousand Dollars)	Year on Year
USA	851,279	17.2%
Germany	560,393	4.2%
United Kingdom	492,913	11.1%
France	349,070	20.3%
Canada	309,348	7.5%
Italy	306,876	8.2%
Russian Federation	292,286	-7.4%
Belgium	275,386	36.6%
Japan	269,809	4.3%
Spain	250,270	18.1%

According to data statistics of the first quarter of 2014, the mainly import countries and regions of beauty or make-up preparations and preparations for skin care were USA, Germany, United Kingdom, France, Canada, Italy, Russian Federation, Belgium, Japan and Spain. The export value of USA in the first quarter was about 0.85 billion dollars, increased 17.2% year on year; followed by Germany, whose import value was 0.56 billion dollars, increased 4.2% year on year. Among the top ten import markets, the import value of all countries increased in varying degrees in the first quarter year on year, except Russian Federation.

The development features of the future USA market may be varied. It may focus on soaps, bath products and liquid soaps. The gradual improvement of economy will promote the development of the former two products, and the liquid soap will continue to increase slowly. During an influenza pandemic hit USA, the sales peak may occur, such as H1N1 swine flu. The market is expected to develop rapidly, and the compound annual growth rate may reach 3.8%, from 2012 to 2017. In 2017, its market value will reach 1.8578 billion dollars.

## 2.2. 2014 Jan. to Mar. Preparations for Use on the Hair (HS: 3305) Mainly Import Countries (By Import Value)

Import Countries / Regions	Jan. to Mar. Import Value (Thousand Dollars)	Year on Year
USA	271,354	12.7%
United Kingdom	171,158	6.2%
Germany	165,210	8.2%
Japan	147,049	-11.3%
Canada	122,360	-6.2%
Russian Federation	120,725	5.2%
France	110,326	-1.7%
Spain	94,232	6.7%
Belgium	92,434	17.2%
Italy	81,620	6.7%

According to data statistics of the first quarter of 2014, the mainly import countries and regions of preparations for use on the hair were USA, United Kingdom, Germany, Japan, Canada, Russian Federation, France, Spain, Belgium and Italy. The import value of USA in the first quarter was 0.27 billion dollars, increased 12.7% year on year; followed by United Kingdom, whose import value was 0.17 billion dollars, increased 6.2% year on year.

## 2.3. 2014 Jan. to Mar. Preparations for Oral or Dental Hygiene (HS: 3306) Mainly Import Countries (By Import Value)

Import Countries / Regions	Jan. to Mar. Import Value (Thousand Dollars)	Year on Year
USA	94,308	-3.4%
Germany	78,965	11.7%
United Kingdom	70,502	12.6%
France	66,026	22.0%
Canada	63,178	-1.8%
Netherlands	45,758	53.6%
Russian Federation	45,281	21.3%
Belgium	42,904	-2.9%
Italy	40,736	-8.6%
Japan	40,383	21.7%

According to data statistics of the first quarter of 2014, the mainly import countries and regions of preparations for oral or dental hygiene were USA, Germany, United Kingdom, France, Canada, Netherlands, Russian Federation, Belgium, Italy and Japan. The import value of USA in the first quarter was 0.09 billion dollars, decreased 3.4% year on year; followed by Germany, whose import value was 0.08 billion dollars, increased 11.7% year on year.

## 2.4. 2014 Jan. to Mar. Shavers, Hair Clippers and Hair-Removing Appliances, with Self-Contained Electric Motor (HS: 8510) Mainly Import Countries (By Import Value)

Import Countries / Regions	Jan. to Mar. Import Value (Thousand Dollars)	Year on Year
USA	107,006	-6.9%
Germany	72,107	4.1%
Japan	64,107	7.2%
France	37,337	10.6%
Czech Republic	34,596	12.2%
Russian Federation	31,700	2.9%
Netherlands	28,438	21.6%
United Kingdom	21,579	-4.1%
Republic of Korea	20,795	26.2%
Spain	20,719	23.0%

According to data statistics of the first quarter of 2014, the mainly import countries and regions of shavers, hair clippers and hair-removing appliances, with self-contained electric motor were USA, Germany, Japan, France, Czech Republic, Russian Federation, Netherlands, United Kingdom, Republic of Korea and Spain. The import value of USA in the first quarter was 0.11 billion dollars, decreased 6.9% year on year; followed by Germany, whose import value was 0.07 billion dollars, increased 4.1% year on year. Among the top ten import markets, the import value of all countries increased in varying degrees in the first quarter year on year, except United Kingdom.

## 2.5. 2014 Jan. to Mar. Toilet Spray, Powder Puffs (HS: 9616) Mainly Import Countries (By Import Value)

Import Countries / Regions	Jan. to Mar. Import Value (Thousand Dollars)	Year on Year
France	34,785	33.7%
USA	34,393	21.1%
United Kingdom	22,604	22.4%
Germany	17,221	14.5%
Spain	15,704	46.2%
Poland	12,988	7.3%
Italy	12,744	21.1%
Japan	9,670	1.3%
Turkey	8,715	23.3%
Russian Federation	6,759	-7.6%

According to data statistics of the first quarter of 2014, the mainly import countries and regions of toilet spray, powder puffs were France, USA, United Kingdom, Germany, Spain, Poland, Italy, Japan, Turkey, Russian Federation. The import value of France in the first quarter was 35 million dollars, increased 33.7% year on year; followed by USA, whose import value was 34 million dollars, increased 21.1% year on year. Among the top ten import markets, the import value of all countries increased in varying degrees in the first quarter year on year, except Russian Federation.

As the only one European country, whose GDP grew steadily and positively in the wake of the financial crisis, Poland's beauty market showed a sharp recovery trend after 2010. There's a survey shows that Poland's beauty market shows a high acceptance of Chinese mid-range skin care products, body care products, make-up products, cream and other related products. In Poland cosmetics market, 85% are low-end products, while high-end products only account for 15%. 60% of the imported products are perfume, skin care products and cosmetics.

Source: UN COMTRADE

### 3. 2014Q1 Global Beauty and Personal Care Products Industry Mainly Export Countries

#### 3.1. 2014 Jan. to Mar. Beauty or Make-up Preparations and Preparations for Skin Care (HS: 3304) Mainly Export Countries (By Export Value)

Export Countries / Regions	Jan. to Mar. Export Value (Thousand Dollars)	Year on Year
France	2,112,622	7.7%
USA	1,047,510	9.7%
Germany	835,019	7.2%
United Kingdom	492,222	10.6%
Italy	371,476	8.9%
Poland	328,258	6.3%
Japan	295,920	4.4%
Belgium	289,542	41.3%
Republic of Korea	285,718	24.8%
Canada	247,156	7.4%

According to data statistics of the first quarter of 2014, the major export countries and regions of beauty or make-up preparations and preparations for skin care were France, USA, Germany, United Kingdom, Italy, Poland, Japan, Belgium, Republic of Korea and Canada. The export value of all the top ten export markets increased in varying degrees, in the first quarter of 2014.

#### 3.2. 2014 Jan. to Mar. Preparations for Use on the Hair (HS: 3305) Mainly Export Countries (By Export Value)

Export Countries / Regions	Jan. to Mar. Export Value (Thousand Dollars)	Year on Year
Germany	410,540	-2.4%
USA	287,915	-1.8%
France	272,109	-1.8%
Thailand	234,622	-13.8%
Italy	205,603	11.5%
Belgium	187,682	23.2%
Spain	153,906	-0.9%
United Kingdom	119,718	9.0%
Poland	106,848	22.9%
Canada	90,763	15.1%

According to data statistics of the first quarter of 2014, the major export countries and regions of preparations for use on the hair were Germany, USA, France, Thailand, Italy, Belgium, Spain, United Kingdom, Poland and Canada.

### 3.3. 2014 Jan. to Mar. Preparations for Oral or Dental Hygiene (HS: 3306) Mainly Export Countries (By Export Value)

Export Countries / Regions	Jan. to Mar. Export Value (Thousand Dollars)	Year on Year
Slovakia	175,814	202.1%
Germany	130,665	-18.4%
USA	123,917	-4.7%
Poland	96,905	25.5%
United Kingdom	86,799	-21.4%
Ireland	76,713	-28.2%
Thailand	69,548	4.0%
Belgium	56,516	77.1%
Italy	54,379	14.0%
France	38,758	14.3%

According to data statistics of the first quarter of 2014, the major export countries and regions of preparations for oral or dental hygiene were Slovakia, Germany, USA, Poland, United Kingdom, Ireland, Thailand, Belgium, Italy and France. And the export value of Slovakia was about 180 million dollars, increased 202.1% year on year.

### 3.4. 2014 Jan. to Mar. Shavers, Hair Clippers and Hair-Removing Appliances, with Self-Contained Electric Motor (HS: 8510) Mainly Export Countries (By Export Value)

Export Countries / Regions	Jan. to Mar. Export Value (Thousand Dollars)	Year on Year
Germany	138,717	-0.4%
Czech Republic	74,627	11.3%
Netherlands	49,342	-41.3%
USA	33,685	-5.7%
Japan	26,205	3.8%
Hungary	25,180	5.8%
France	12,792	15.3%
Slovenia	12,199	-19.4%
Sweden	9,277	-3.7%
Austria	7,770	13.1%

According to data statistics of the first quarter of 2014, the major export countries and regions of shavers, hair clippers and hair-removing appliances, with self-contained electric motor were Germany, Czech Republic, Netherlands, USA, Japan, Hungary, France, Slovenia, Sweden and Austria.



### 3.5. 2014 Jan. to Mar. Toilet Spray, Powder Puffs (HS: 9616) Mainly Export Countries (By Export Value)

Export Countries / Regions	Jan. to Mar. Export Value (Thousand Dollars)	Year on Year
France	90,063	26.0%
Italy	60,408	15.5%
Germany	25,398	-6.1%
USA	25,189	7.4%
Spain	10,156	45.7%
Republic of Korea	9,074	-42.2%
Czech Republic	7,458	66.4%
United Kingdom	5,230	4.8%
Taiwan	4,381	-8.1%
Thailand	3,428	18.2%

According to data statistics of the first quarter of 2014, the major export countries and regions of toilet spray, powder puffs were France, Italy, Germany, USA, Spain, Republic of Korea, Czech Republic, United Kingdom, Taiwan and Thailand.

Source: UN COMTRADE

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