

Table 11 Forecast Sales of Beauty and Personal Care by Category: Value 2014-2019

CAD million	2014	2015	2016	2017	2018	2019
Baby and Child-specific Products	266.2	269.1	271.2	273.3	275.0	277.2
Bath and Shower	948.7	941.6	938.1	936.3	934.9	935.2
Colour Cosmetics	1,550.3	1,561.6	1,576.8	1,595.9	1,617.8	1,640.7
Deodorants	350.5	349.0	348.5	349.5	350.8	352.3
Depilatories	198.9	194.5	192.5	191.6	191.5	191.0
Fragrances	733.9	740.5	751.1	764.0	776.4	788.0
Hair Care	1,622.6	1,613.9	1,609.5	1,611.6	1,615.6	1,622.8
Men's Grooming	719.1	706.0	700.7	697.8	695.8	694.8
Oral Care	1,032.2	1,044.7	1,058.2	1,071.8	1,085.7	1,100.4
Oral Care Excl Power Toothbrushes	897.8	909.1	921.5	934.1	946.9	960.5
Skin Care	1,829.3	1,862.6	1,900.4	1,940.7	1,981.6	2,022.9
Sun Care	161.3	153.9	148.4	146.0	144.0	142.7
Sets/Kits	358.7	370.1	380.1	391.2	402.1	414.9
Premium Beauty and Personal Care	2,628.7	2,664.4	2,707.6	2,757.9	2,808.3	2,858.9
Mass Beauty and Personal Care	5,192.6	5,197.8	5,216.6	5,250.6	5,289.8	5,337.8
Beauty and Personal Care	9,499.7	9,531.0	9,595.3	9,685.5	9,782.8	9,890.7

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Note 1: Premium/mass beauty and personal care sales are additionally included within baby and child-specific products, bath and shower, colour cosmetics, deodorants, fragrances, hair care, sets/kits, skin care and sun care.

Note 2: Sum of categories is greater than market size because the four men's toiletries categories are included in men's grooming as well as in bath and shower, deodorants, hair care and skin care.

Table 12 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2014-2019

% constant value growth

2014/2015 2014-19 CAGR 2014/19 TOTAL