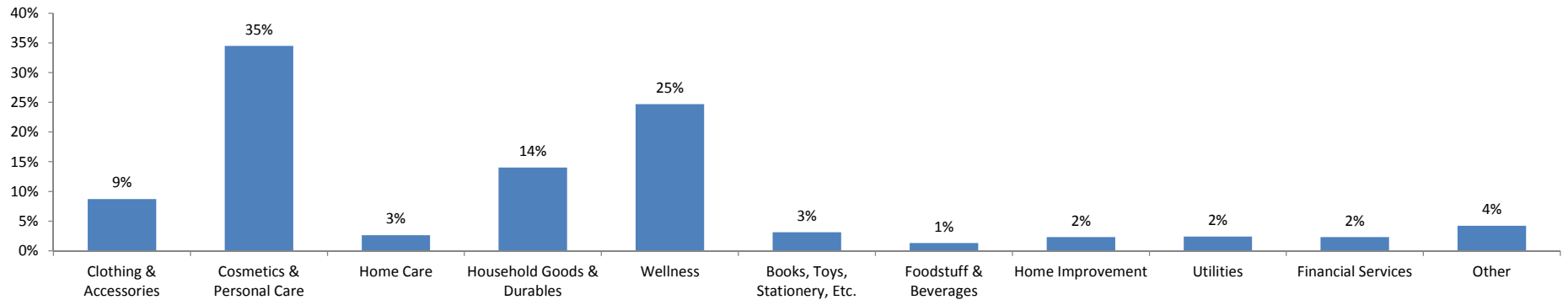




Global Sales by Product Category - 2012

Published 6-24-2013



2012 Retail Sales by Product Category

Region/Country	Clothing & Accessories	Cosmetics & Personal Care	Home Care	Household Goods & Durables	Wellness	Books, Toys, Stationery, Etc.	Foodstuff & Beverages	Home Improvement	Utilities	Financial Services	Other
Global	9%	35%	3%	14%	25%	3%	1%	2%	2%	2%	4%
Asia/Pacific	4%	26%	3%	16%	36%	4%	1%	2%	0%	0%	9%
Australia	7%	30%	9%	8%	27%	3%	5%	0%	0%	0%	11%
China	na	na	na	na	na	na	na	na	na	na	na
Hong Kong	0%	22%	1%	4%	73%	0%	1%	0%	0%	0%	0%
India	0%	33%	14%	6%	44%	0%	0%	0%	0%	0%	3%
Indonesia	na	na	na	na	na	na	na	na	na	na	na
Japan	5%	30%	3%	19%	29%	2%	0%	4%	0%	0%	9%
Korea	0%	26%	0%	12%	35%	11%	0%	0%	0%	0%	15%
Malaysia	7%	16%	5%	23%	43%	2%	4%	0%	0%	0%	0%
New Zealand	12%	28%	11%	1%	28%	1%	2%	6%	2%	0%	9%
Philippines	10%	10%	3%	3%	71%	3%	0%	0%	0%	0%	0%
Singapore	1%	22%	3%	12%	61%	0%	1%	0%	0%	0%	0%
Taiwan (1)	3%	15%	5%	5%	58%	1%	0%	0%	1%	0%	12%
Thailand	3%	27%	2%	17%	39%	4%	2%	0%	0%	0%	7%
Vietnam	6%	27%	9%	0%	51%	3%	4%	0%	0%	0%	0%
Other Asia/Pacific	na	na	na	na	na	na	na	na	na	na	na

Region/Country	Clothing & Accessories	Cosmetics & Personal Care	Home Care	Household Goods & Durables	Wellness	Books, Toys, Stationery, Etc.	Foodstuff & Beverages	Home Improvement	Utilities	Financial Services	Other
Africa/Middle East	na	na	na	na	na	na	na	na	na	na	na
Africa	na	na	na	na	na	na	na	na	na	na	na
South Africa	3%	37%	3%	27%	24%	0%	0%	0%	0%	6%	0%
Other Africa	na	na	na	na	na	na	na	na	na	na	na
Middle East	na	na	na	na	na	na	na	na	na	na	na
Israel	na	na	na	na	na	na	na	na	na	na	na
Other Middle East	na	na	na	na	na	na	na	na	na	na	na
Americas	14%	40%	1%	13%	19%	2%	1%	0%	4%	5%	1%
North America	12%	19%	1%	18%	26%	2%	2%	0%	8%	9%	3%
Canada	11%	39%	2%	12%	18%	7%	1%	0%	10%	0%	0%
United States (1)	12%	17%	1%	19%	27%	2%	2%	0%	8%	10%	3%
South & Central America	16%	64%	1%	7%	11%	1%	0%	0%	0%	0%	0%
Argentina	11%	67%	0%	19%	3%	0%	0%	0%	0%	0%	0%
Bolivia	18%	62%	2%	0%	19%	0%	0%	0%	0%	0%	0%
Brazil	5%	83%	0%	6%	4%	2%	0%	0%	0%	0%	0%
Chile	9%	73%	0%	9%	9%	0%	0%	0%	0%	0%	0%
Colombia	23%	59%	1%	5%	10%	0%	2%	0%	0%	0%	0%
Ecuador	17%	57%	7%	3%	15%	1%	0%	0%	0%	0%	0%
Mexico (1)	31%	42%	0%	6%	21%	0%	0%	0%	0%	0%	0%
Peru	29%	36%	2%	11%	19%	3%	0%	0%	0%	0%	0%
Uruguay	na	na	na	na	na	na	na	na	na	na	na
Venezuela	26%	30%	10%	6%	25%	1%	0%	0%	0%	0%	2%
Central America/Caribbean (2)	na	na	na	na	na	na	na	na	na	na	na
Other South & Central America	na	na	na	na	na	na	na	na	na	na	na
Europe	6%	36%	6%	14%	17%	4%	4%	10%	2%	0%	1%
Western Europe	6%	21%	6%	18%	20%	6%	5%	14%	3%	0%	2%
Austria	na	na	na	na	na	na	na	na	na	na	na
Belgium	na	na	na	na	na	na	na	na	na	na	na
Denmark	na	na	na	na	na	na	na	na	na	na	na
Finland	3%	35%	5%	31%	24%	1%	1%	0%	0%	0%	0%
France	10%	11%	6%	15%	11%	3%	3%	37%	4%	0%	0%
Germany (1)	2%	19%	5%	34%	11%	8%	7%	10%	4%	0%	1%
Greece	8%	71%	4%	3%	13%	1%	0%	0%	0%	0%	0%
Ireland	10%	19%	5%	19%	39%	1%	0%	0%	7%	0%	0%
Italy	0%	33%	11%	7%	20%	3%	15%	6%	2%	0%	2%
Luxembourg	12%	5%	8%	70%	0%	0%	0%	0%	0%	0%	5%
Netherlands	0%	26%	7%	1%	50%	0%	0%	0%	15%	0%	2%
Norway	0%	43%	10%	7%	35%	0%	0%	2%	3%	0%	0%
Portugal	13%	70%	3%	0%	14%	0%	0%	0%	0%	0%	0%
Spain	11%	36%	8%	0%	13%	28%	0%	0%	4%	0%	0%
Sweden	2%	34%	10%	8%	38%	3%	3%	0%	2%	0%	0%
Switzerland	2%	23%	7%	31%	24%	8%	4%	0%	0%	0%	4%
United Kingdom	9%	18%	2%	16%	39%	8%	0%	0%	3%	0%	5%
Other Western Europe	na	na	na	na	na	na	na	na	na	na	na

Region/Country	Clothing & Accessories	Cosmetics & Personal Care	Home Care	Household Goods & Durables	Wellness	Books, Toys, Stationery, Etc.	Foodstuff & Beverages	Home Improvement	Utilities	Financial Services	Other
Central & Eastern Europe	7%	69%	5%	5%	12%	0%	1%	0%	0%	0%	1%
Bulgaria	0%	53%	0%	9%	37%	0%	0%	0%	0%	0%	0%
Croatia	5%	53%	3%	1%	23%	0%	0%	0%	13%	0%	2%
Czech Republic	2%	75%	2%	6%	13%	0%	3%	0%	0%	0%	0%
Estonia	4%	41%	0%	28%	21%	0%	4%	0%	0%	2%	0%
Hungary	1%	24%	5%	4%	51%	3%	10%	0%	3%	0%	0%
Latvia	6%	63%	0%	12%	17%	1%	1%	0%	0%	0%	0%
Lithuania	5%	64%	0%	14%	16%	0%	0%	0%	0%	1%	0%
Poland	8%	73%	0%	6%	10%	0%	1%	0%	2%	0%	0%
Romania	7%	70%	0%	5%	13%	0%	2%	3%	0%	0%	0%
Russia	8%	67%	7%	5%	11%	0%	0%	0%	0%	0%	1%
Slovakia	4%	85%	1%	0%	10%	0%	0%	0%	0%	0%	0%
Slovenia	5%	35%	18%	10%	25%	0%	0%	5%	0%	0%	2%
Turkey	7%	83%	4%	2%	4%	0%	0%	0%	0%	0%	0%
Ukraine	6%	69%	9%	3%	9%	0%	0%	0%	0%	0%	4%
Other Central & Eastern Europe	na	na	na	na	na	na	na	na	na	na	na

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Note: Figures for this report are based only on DSA member companies unless otherwise noted. Figures are expressed as percentages of estimated retail sales, excluding VAT. Percentages may not sum to 100% due to rounding.

(1) Figures are based on the entire industry (i.e., DSA member and non-member companies).

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