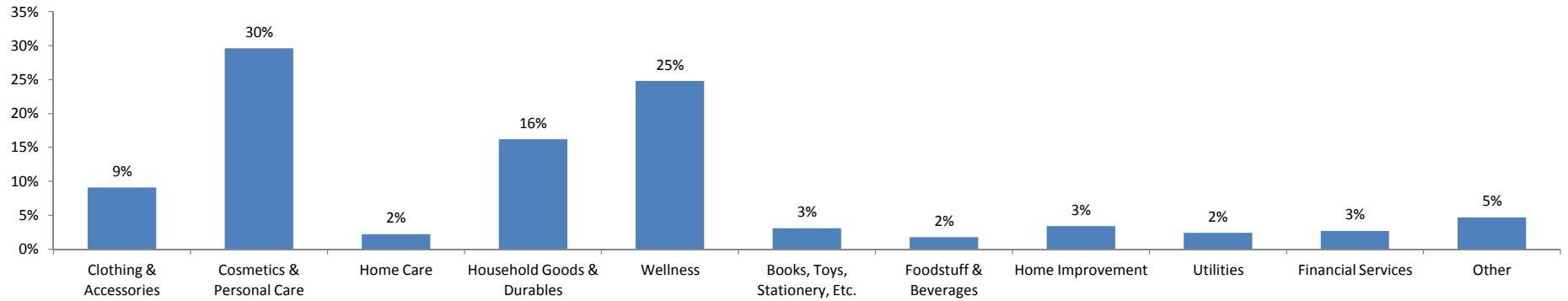




Global Report on Product Categories - 2011

Published 6-20-2012



2011 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%	30%	2%	16%	25%	3%	2%	3%	2%	3%	5%
Asia/Pacific	4%	28%	2%	16%	34%	4%	1%	3%	0%	0%	10%
Australia	7%	28%	9%	8%	28%	3%	6%	0%	0%	0%	11%
China	na	na	na	na	na	na	na	na	na	na	na
Hong Kong	0%	34%	3%	11%	53%	0%	0%	0%	0%	0%	0%
India	0%	32%	8%	8%	40%	0%	1%	10%	0%	0%	1%
Indonesia	na	na	na	na	na	na	na	na	na	na	na
Japan	5%	30%	0%	21%	28%	3%	0%	5%	0%	0%	8%
Korea	0%	26%	1%	10%	38%	9%	0%	0%	0%	0%	16%
Malaysia	7%	23%	1%	22%	34%	2%	6%	0%	0%	0%	5%
New Zealand	13%	29%	10%	0%	26%	1%	2%	6%	11%	2%	0%
Philippines	na	na	na	na	na	na	na	na	na	na	na
Singapore	0%	21%	0%	15%	9%	0%	49%	5%	0%	0%	1%
Taiwan (1)	4%	16%	7%	6%	59%	1%	2%	0%	0%	0%	5%
Thailand	5%	38%	4%	8%	33%	5%	2%	0%	0%	0%	6%
Vietnam	na	na	na	na	na	na	na	na	na	na	na
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%	34%	2%	30%	18%	0%	0%	0%	0%	9%	3%
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	2%	3%	0%	15%	46%	0%	28%	2%	0%	0%	4%
Other Middle East	na	na	na	na	na	na	na	na	na	na	na
Americas	17%	28%	1%	17%	21%	2%	2%	0%	5%	7%	2%
North America	13%	18%	1%	20%	24%	2%	2%	0%	7%	10%	3%
Canada	21%	19%	2%	23%	25%	0%	10%	0%	0%	0%	0%
United States (1)	12%	18%	1%	20%	24%	2%	2%	0%	7%	10%	3%
South & Central America	24%	49%	2%	9%	15%	1%	0%	0%	0%	0%	0%
Argentina	20%	59%	0%	18%	3%	0%	0%	0%	0%	0%	0%
Bolivia	21%	77%	0%	2%	0%	0%	0%	0%	0%	0%	0%
Brazil	na	na	na	na	na	na	na	na	na	na	na
Chile	6%	90%	0%	0%	4%	0%	0%	0%	0%	0%	0%
Colombia	23%	59%	1%	5%	10%	0%	2%	0%	0%	0%	0%
Ecuador	17%	52%	0%	12%	15%	2%	1%	0%	1%	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	17%	46%	8%	15%	13%	1%	0%	0%	0%	0%	0%
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	5%	36%	6%	16%	14%	4%	4%	12%	3%	0%	1%
Western Europe	5%	21%	6%	20%	16%	6%	5%	17%	4%	0%	1%
Austria	na	na	na	na	na	na	na	na	na	na	na
Belgium	27%	23%	5%	27%	0%	11%	2%	0%	0%	0%	5%
Denmark	0%	30%	0%	8%	37%	0%	0%	0%	25%	0%	0%
Finland	1%	26%	0%	46%	25%	0%	0%	0%	0%	0%	2%
France	8%	11%	5%	19%	8%	2%	2%	40%	5%	0%	0%
Germany (1)	2%	19%	5%	34%	11%	8%	7%	10%	4%	0%	1%
Greece	na	na	na	na	na	na	na	na	na	na	na
Ireland	18%	49%	1%	4%	28%	1%	0%	0%	0%	0%	0%
Italy	0%	26%	11%	14%	18%	3%	14%	10%	2%	0%	3%
Luxembourg	20%	5%	0%	70%	5%	0%	0%	0%	0%	0%	0%
Netherlands	0%	20%	4%	3%	56%	0%	0%	0%	15%	0%	2%
Norway	0%	70%	5%	0%	23%	2%	0%	0%	0%	0%	0%
Portugal	9%	75%	1%	3%	12%	0%	0%	0%	0%	0%	0%
Spain	12%	35%	8%	0%	12%	30%	0%	0%	3%	0%	0%
Sweden	2%	39%	6%	2%	34%	3%	2%	0%	4%	0%	8%
Switzerland	na	na	na	na	na	na	na	na	na	na	na
United Kingdom (3)	10%	22%	0%	17%	38%	11%	0%	0%	3%	0%	0%
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	5%	70%	6%	6%	11%	0%	0%	0%	0%	0%	1%
Bulgaria	7%	80%	0%	1%	13%	0%	0%	0%	0%	0%	0%
Croatia	5%	55%	0%	4%	23%	0%	0%	0%	11%	0%	2%
Czech Republic	3%	80%	2%	7%	5%	0%	2%	0%	0%	0%	0%
Estonia	6%	57%	7%	15%	12%	0%	1%	0%	0%	0%	2%
Hungary	2%	18%	5%	8%	57%	0%	0%	9%	0%	0%	1%
Latvia	8%	72%	4%	3%	11%	0%	0%	0%	0%	0%	2%
Lithuania	7%	68%	4%	4%	14%	0%	1%	0%	0%	0%	2%
Poland	4%	70%	0%	13%	12%	0%	0%	0%	2%	0%	0%
Romania	7%	70%	0%	5%	13%	0%	2%	3%	0%	0%	0%
Russia	8%	70%	6%	6%	9%	0%	0%	0%	0%	0%	1%
Slovakia	10%	74%	4%	1%	8%	0%	3%	0%	0%	0%	1%
Slovenia	5%	45%	35%	0%	15%	0%	0%	0%	0%	0%	0%
Turkey	0%	75%	10%	5%	10%	0%	0%	0%	0%	0%	0%
Ukraine	0%	80%	9%	0%	11%	0%	0%	0%	0%	0%	0%
Other Central & Eastern Europe	na	na	na	na	na	na	na	na	na	na	na

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Note: Figures 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.

(3) Home care products are included in the category of Household Goods & Durables, and financial services are included in the category of Utilities.