



Artistic Perfumery and the European market a glance on the datas

THIS AFTERNOON

Round table

h. 5.30 p.m.

**Artistic Perfumery and the European market:
experiences and projects from the main countries**

Beauty Business Turnover Distribution 2009-2010

Retail prices VAT included

ITALY	2009	Incidence	2010	Incidence	Var %
Beauty General Turnover (Million €)	9.108	100,00%	9.496	100,00%	4,26%
Perfumery Turnover (Million €)	2.244	24,64%	2.260	23,80%	0,71%
Alcoholic Perfumery (Million €)	898	9,86%	925	9,74%	3,01%
Artistic Perfumery (Million €)	120	1,32%	134	1,41%	11,67%
% on Beauty General Turnover	1,32%		1,41%		
% on Perfumery Turnover	5,35%		5,93%		
% on Alcoholic Turnover	13,36%		14,49%		

Points of sale conventional perfumery	6.000
Points of sale Artistic Perfumery	350
	5,83%

2009 Perfumery European Market:
(Retail Price VAT incl. Data in Million Euro)

7 nations made **76,33%** of the total turnover **50.952 Million Euro** on 66.751 Million Euro).

Their estimated Artistic Perfumery Business (1,41%) should be

718,42 Million Euro

Year 2009 (Million €)		
Retail Turnover	Beauty*	Artistic
Germany	12.829	180,89
France	10.517	148,29
Italy	9.108	128,43
UK	8.855	124,86
Spain	4.502	63,48
The Netherlands	2.779	39,18
Poland	2.361	33,30
Total	50.952	718,42

The estimated **POTENTIAL**

Artistic Perfumery Retail Price

European Turnover should be

941,00 Million Euro



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Brand's owners, export managers, international distributors,
buyers and retailers
to reinforce and create new *Distribution Networks*
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Artistic Perfumery Business Worldwide

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