

#### ④ 프랑스의 화장품 시장 규모

- 프랑스의 화장품 시장 규모는 14,349백만불로 세계 시장에서 차지하는 비중은 5.8%임
- Skincare 시장이 5,222백만불(36.4%)로 가장 크며, 그 다음은 Fragrances 3,069백만불(21.4%), Personal hygiene 1,978백만불(13.8%), Make-up 2,019백만불(14.1%), Haircare 1,504백만불(10.5%), Baby personal care 225백만불(1.6%), Male Toiletries 268백만불(1.9%), Feminine Care 64백만불(0.4%) 순임

#### <프랑스의 유형별 화장품 시장 규모>

(단위: 백만불, %)

Market	Category	Segment	2011년	2012년	2013년	
					시장규모	점유율
Skincare			5,013	5,115	5,222	36.4
	Facial care		3,577	3,694	3,807	26.5
		Other moisturizers	1,538	1,581	1,622	11.3
		Anti-agers	646	685	723	5.0
		Creams and gels	485	495	504	3.5
		Face mask	198	205	212	1.5
		Night cream	178	183	187	1.3
		Exfoliating scrubs	151	157	162	1.1
		Toner	150	152	155	1.1
		Cleansing wipes	110	113	116	0.8
		Pore strips	106	107	109	0.8
		Fade cream	16	16	17	0.1
	Body care		692	676	665	4.6
		Mass body care	343	339	336	2.3
		Premium body care	348	337	329	2.3
	Suncare		502	501	505	3.5
		Self-tan	194	213	232	1.6
		Sun protection	251	231	216	1.5
		After-sun	58	57	56	0.4
	Make-up remover		160	164	168	1.2
		Nail varnish remover	67	69	71	0.5
		Face make-up remover	56	58	59	0.4
		Eye make-up remover	37	37	38	0.3
	Hand care		83	80	78	0.5
		Mass hand care	65	63	62	0.4
		Premium hand care	17	17	16	0.1
Fragrances			2,965	3,022	3,069	21.4
	Female fragrances		1,981	2,012	2,039	14.2
		Premium female fragrances	1,814	1,844	1,870	13.0

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					시장규모	점유율
		Mass female fragrances	167	168	169	1.2
	Male fragrances		939	966	990	6.9
		Premium male fragrances	834	858	879	6.1
		Mass male fragrances	105	108	110	0.8
	Unisex fragrances		45	43	41	0.3
		Premium unisex fragrances	31	30	28	0.2
		Mass unisex fragrances	14	13	13	0.1
	<b>Personal hygiene</b>		<b>1,846</b>	<b>1,913</b>	<b>1,978</b>	<b>13.8</b>
	Deodorants		933	968	1,006	7.0
		Aerosol anti-perspirant	448	471	497	3.5
		Roll-on deodorants	252	265	278	1.9
		Sticks & solids	96	97	99	0.7
		Body spray	117	114	111	0.8
		Deodorant gel	11	11	11	0.1
		Deodorant creams	10	10	10	0.1
	Bath & shower products		799	826	849	5.9
		Shower products	769	798	821	5.7
		Liquid bath products	16	16	15	0.1
		Other bath products	14	13	13	0.1
	Soap		114	119	123	0.9
		Liquid soap	114	119	123	0.9
	<b>Make-up</b>		<b>2,013</b>	<b>1,973</b>	<b>2,019</b>	<b>14.1</b>
	Face make-up		755	736	755	5.3
		Foundation	347	338	349	2.4
		Face powder	182	177	180	1.3
		Other face make-up	166	162	166	1.2
		Blusher	60	59	60	0.4
	Eye make-up		699	687	707	4.9
		Mascara	395	386	396	2.8
		Eyeshadow	169	167	173	1.2
		Eyeliners	124	123	127	0.9
		Other eye make-up	11	11	12	0.1
	Lip make-up		368	355	358	2.5
		Lipstick	248	240	242	1.7
		Lip gloss	60	57	58	0.4
		Lipliner	41	39	39	0.3
		Other lip make-up	19	19	19	0.1
	Nail make-up		191	195	200	1.4
	<b>Haircare</b>		<b>1,522</b>	<b>1,512</b>	<b>1,504</b>	<b>10.5</b>
	Shampoo		684	691	698	4.9
		Standard shampoo	447	453	459	3.2
		Anti-dandruff	93	94	94	0.7
		2-in-1	91	90	90	0.6
		Other shampoo	39	39	40	0.3
		Baby shampoo	15	15	15	0.1
	Styling agents		456	440	426	3.0
		Hairspray	144	146	148	1.0
		Hair gel	139	128	119	0.8

Market	Category	Segment	2011년	2012년	2013년	
					시장규모	점유율
		Styling spray	103	99	96	0.7
		Hair mousse	40	38	36	0.3
		Styling creams & waxes	21	20	19	0.1
		Other styling agents	10	10	9	0.1
	Conditioner		280	277	274	1.9
		Traditional conditioner	134	131	129	0.9
		Intensive conditioner	68	69	70	0.5
		Other conditioner	78	77	76	0.5
	Perms & relaxers		52	53	54	0.4
		Relaxers	35	35	36	0.3
		Perms	18	18	18	0.1
	Hair colorants		50	51	52	0.4
		Semi-permanent colorants	50	51	52	0.4
	Baby personal care		203	212	225	1.6
	Baby Toiletries		203	212	225	1.6
		Bath	117	125	137	1.0
		Lotion	46	47	49	0.3
		Shampoo	25	25	24	0.2
		Oil	15	15	15	0.1
	Male Toiletries		265	266	268	1.9
	Male Shaving Preparations		175	178	182	1.3
		Shaving gels/lotion	161	165	168	1.2
		Shaving creams	10	11	11	0.1
		Others	3	3	3	0.0
	Male Shaving Aftercare		90	88	86	0.6
		Gel and Lotions	68	67	66	0.5
		Others	22	21	20	0.1
	Feminine Care		60	62	64	0.4
	Internal Cleansers		60	62	64	0.4
	합 계		13,886	14,075	14,349	100.0

※ 자료 : 데이터모니터(2014), 우리나라 화장품 분류 기준 적용