Claude3 Opus Sales Report

Wipes & Co, 2011 vs 2012

Prepared: 31 March 2024

This report uses charts designed according to the International Business Communication Standards (IBCS) to ensure clarity, consistency, and information density.

Key elements:

1. **Consistent chart design**: All charts follow a uniform design, making it easier for readers to understand and compare data across different visualizations. This includes consistent use of fonts, sizes, and positioning of elements.

2. **Simplified and focused content**: Charts are designed to be easily readable, with a focus on essential information. Unnecessary decorative elements are avoided to maintain clarity.

3. **Proper labeling and titling**: Each chart includes clear, descriptive titles and labels to ensure that the data is easily understood without additional context.

4. **Standardized notation**: IBCS-compliant charts use standardized notation for elements such as time periods, units, and scenarios, making the information more accessible and comparable.

The following conventions are used throughout the report:

- **Black** represents actual values for the current year
- **Grey** represents data from the previous year
- **Red** indicates negative or "bad" performance
- **Green** indicates positive or "good" performance
- **"PY"** is used to denote the previous year values
- **"AC"** refers to the actual current year values
- **Underscore "_"** is used to represent year-to-date data
- **Tilde "~"** indicates a rolling year or 12-month period

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Sales Growth and Key Players

Wipes & Co's sales grew by €2.4 million in 2012, largely driven by a €5.5 million positive price variance. Baby Wipes led the way, accounting for 32% of total sales. P&G's Pampers brand was the top performer, while some brands and the non-disposable gloves category faced declines. The company's overall growth was fueled by strong pricing strategies and the performance of key brands and products, but close monitoring of market dynamics is crucial.

Competitive Landscape

The Wipes & Co's 2012 sales data reveals a competitive market with dominant players like Pampers and Vileda leading in Baby Wipes and Non-Disposable Gloves. Smaller companies drive growth in other categories, and despite some categories showing less fragmentation, the "Other rank >3" and "Other rank >10" segments highlight the importance and diversity of smaller brands. The industry is dynamic, with both large and small players significantly contributing to sales and shaping the competitive landscape.

Market Insights

Pampers leads the Baby Wipes category with €27.5 million in sales, while Cofresco and Sisma sell more units at lower prices. P&G dominates the market, but the "Other Rank >7" category and 'Altri_Produttori' also play significant roles, indicating a fragmented market with a diversified portfolio. The market has a moderate sales concentration and an intense brand distribution, with the top 33 brands holding a majority of the market share.

Performance and Trends

The company saw mixed results from 2011 to 2012, with overall sales revenue growing by $2.4 million despite selling 558.8k fewer units, suggesting a higher average sale price per unit. Brands like Diva and Altri Produttori showed strong sales growth, while others like Cuki, Sodalco, and Spontex declined. Baby Wipes, Other Wipes, and Makeup Remover Wipes grew, while Non-Disposable Gloves and Disposable Gloves saw significant declines.

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At a glance: Wipes & Co's sales grew by €2.4 million in 2012, largely due to a €5.5 million positive price variance, with Baby Wipes leading at 32% of total sales. P&G's Pampers brand was the top performer, while some brands and the non-disposable gloves category faced declines. Despite challenges, the company's overall growth was driven by strong pricing strategies and the performance of key brands and products, although close monitoring of market dynamics remains crucial. Pages 8 to 15.

Sales breakdown: The Wipes & Co's 2012 sales data reveals a competitive market with dominant players like Pampers and Vileda leading in Baby Wipes and Non-Disposable Gloves, while smaller companies drive growth in other categories. Despite some categories showing less fragmentation, the "Other rank >3" and "Other rank >10" segments highlight the importance and diversity of smaller brands across the market. Overall, the industry is dynamic, with both large and small players significantly contributing to sales and shaping the competitive landscape. Pages 17 to 24.

Data insights: Pampers leads the Baby Wipes category with €27.5 million in sales, while Cofresco and Sisma sell more units at lower prices. P&G, Pampers' parent company, dominates the market, but the "Other Rank >7" category and 'Altri_Produttori' also play significant roles, indicating a fragmented market with a diversified portfolio. The market has a moderate sales concentration and an intense brand distribution, with the top 33 brands holding a majority of the market share. Pages 26 to 34.

Trends: The company saw mixed results from 2011 to 2012, with overall sales revenue growing by $2.4 million despite selling 558.8k fewer units, suggesting a higher average sale price per unit. While some brands like Diva and Altri Produttori showed strong sales growth, others like Cuki, Sodalco, and Spontex declined. Product categories also had mixed performance, with Baby Wipes, Other Wipes, and Makeup Remover Wipes growing, while Non-Disposable Gloves and Disposable Gloves saw significant declines. Pages 36 to 42.

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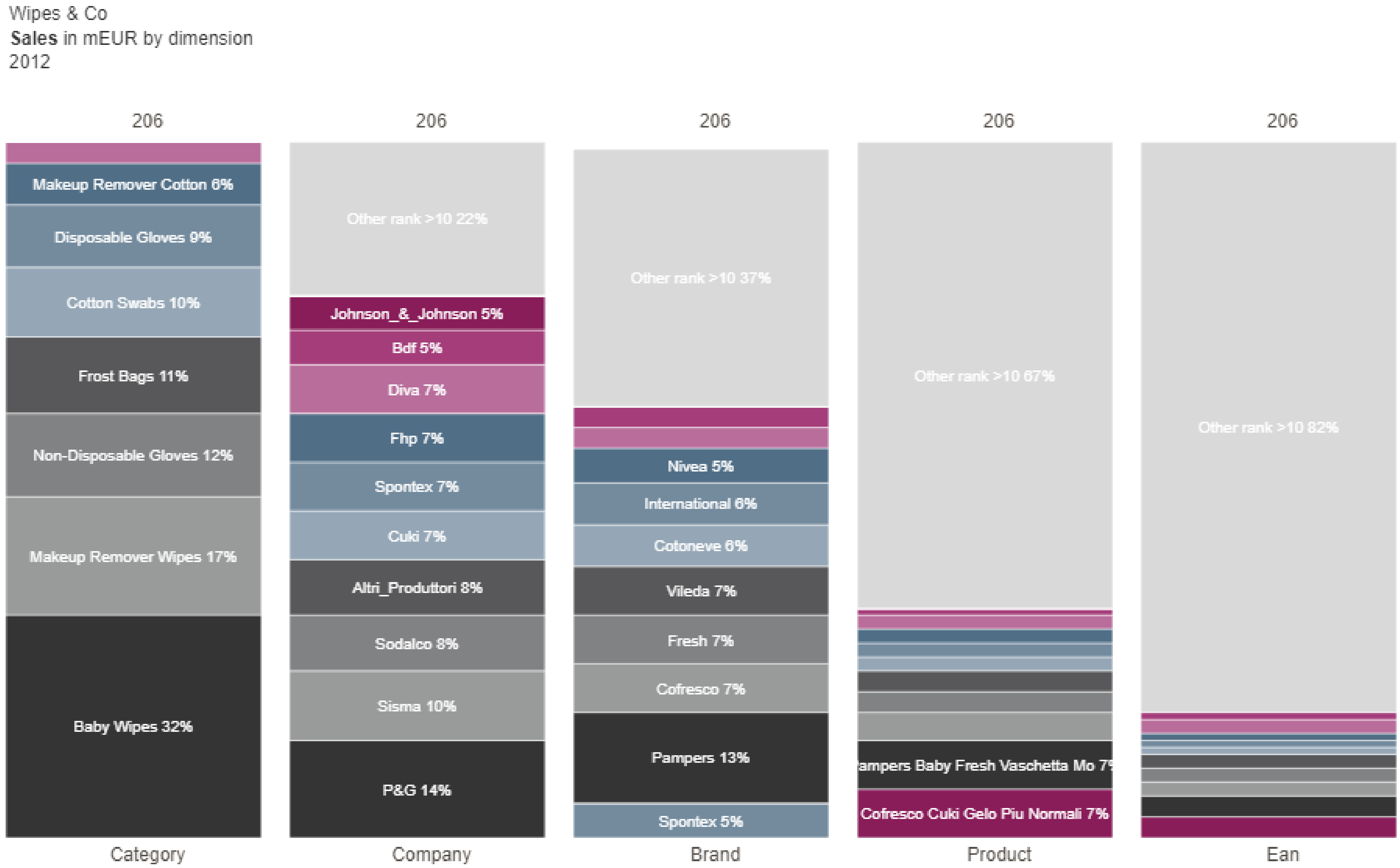
Wipes & Co's sales in 2012 were led by Baby Wipes, accounting for 32% of the total, with P&G generating the highest company sales at 14%. However, 22% of sales came from smaller companies outside the top 10, and 37% of brand sales were from brands outside the top 10, indicating a diverse market (p.9). Despite challenges in units sold and product mix, Wipes & Co grew sales by around €2.4 million between 2011 and 2012, primarily due to a positive price variance of €5.5 million (p.10, p.11).

The sales growth was driven by various factors, including product offerings, brand strength, competitive actions, and market dynamics. The Pampers brand, particularly the Pampers Baby Fresh Vaschetta Mo product, was the largest positive contributor, while Manetti & Roberts and Altri Produttori also showed significant positive contributions (p.12). However, some brands and products experienced declines, such as the Nivea brand under Bdf and specific items like Non-Disposable Gloves, Sodalco, Fresh, Cofresco, and Nivea Visage Busta 25Ct 1Ct (p.12, p.13).

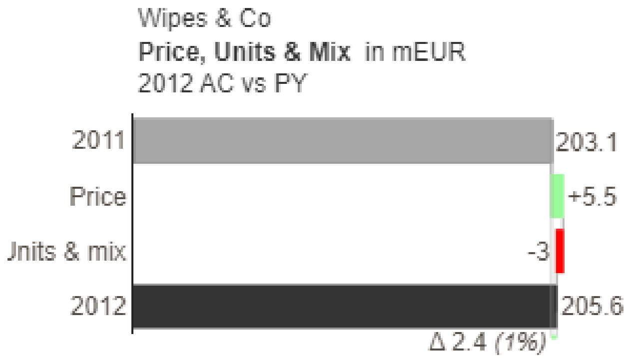
Notable growth was observed in Baby Wipes for P&G (5%) and Makeup Remover Wipes for Altri_Produttori (20%) (p.14). International brand baby wipes and Manetti & Roberts makeup remover wipes also saw growth, while Pampers baby wipes and Lycia makeup remover wipes remained stable performers (p.15). However, the non-disposable gloves category declined across all brands, suggesting a market-wide downturn or increased competition (p.15).

In conclusion, Wipes & Co's sales performance in 2012 was characterized by overall growth, driven by effective pricing strategies and strong performance in certain brands and products. However, the company also faced challenges in specific categories and brands, highlighting the need for continuous monitoring and adaptation to market dynamics and consumer preferences.

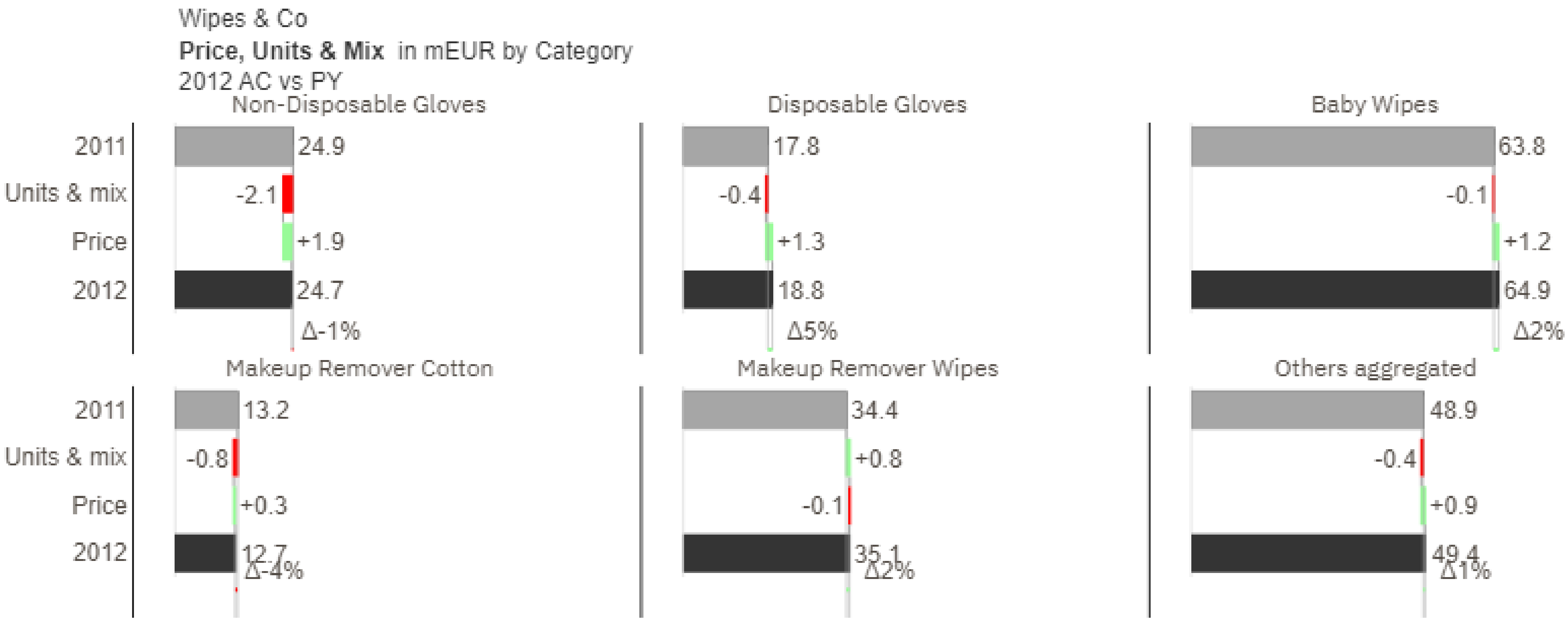
Baby Wipes led Wipes & Co's sales in 2012 with 32% of the total. P&G generated the highest company sales at 14%, but 22% came from smaller companies outside the top 10. Pampers was the top brand at 13%, but 37% of brand sales were from brands outside the top 10. The vast product range meant no single product dominated the market.



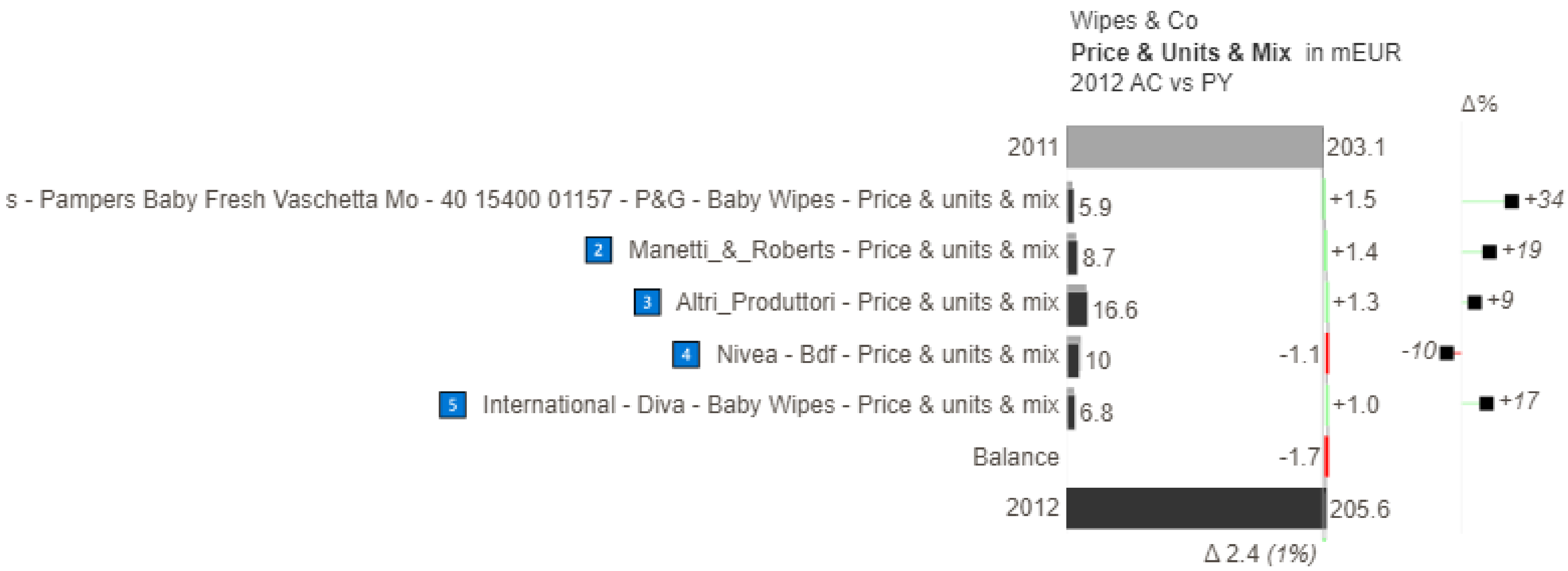
Between 2011 and 2012, Wipes & Co's sales grew by around €2.4 million. A positive price variance of €5.5 million more than offset the negative impact of -€3.1 million from units sold and product mix. The pricing strategy effectively contributed to overcoming these challenges, resulting in a net positive effect on sales revenue.



Wipes & Co grew sales from 2011 to 2012 through effective pricing, despite challenges in units sold and mix. Non-Disposable Gloves, Disposable Gloves, Baby Wipes, and Others saw fewer units sold, but pricing offset the volume decline. Makeup Remover Wipes had positive units & mix variance, indicating effective sales strategies or increased demand. However, Makeup Remover Cotton sales declined, driven by a significant drop in units & mix, despite a small positive price variance, suggesting a need for product or marketing adjustments.



Wipes & Co's sales growth from 2011 to 2012 was driven by product offerings, brand strength, competitive actions, and market dynamics. The Pampers brand, specifically the Pampers Baby Fresh Vaschetta Mo product, was the largest positive contributor, suggesting strong market preference or successful marketing. Manetti & Roberts and Altri Produttori also showed significant positive contributions, indicating a healthy competitive environment. However, the Nivea brand under Bdf experienced a negative impact, possibly due to competitive pressures, pricing, or shifting consumer preferences.



Wipes & Co saw growth in Baby Wipes, P&G, Altri_Produttori, Pampers, and Pampers Baby Fresh Vaschetta Mo from 2011 to 2012. But Non-Disposable Gloves, Sodalco, Fresh, Cofresco, Nivea Visage Busta 25Ct 1Ct, and Pampers Sole Luna Vaschetta Mor declined. EAN 40 15400 01157 grew an impressive 34%, showing high market acceptance. The overall market had modest growth but with volatility in specific items, hinting at changing consumer tastes or competition.

P&G stood out in Baby Wipes with 5% growth. Altri_Produttori showed consistent growth, particularly 20% in Makeup Remover Wipes. Sodalco struggled with significant declines in Baby Wipes and Non-Disposable Gloves. Overall, Makeup Remover Wipes and \Other rank >3\ categories grew, while Baby Wipes and Non-Disposable Gloves had mixed results among companies.

Wipes & Co saw growth in International brand baby wipes and Manetti & Roberts makeup remover wipes from 2011 to 2012, indicating strong market acceptance or expansion efforts. Pampers baby wipes and Lycia makeup remover wipes were stable performers, showing modest growth and steady consumer demand. However, the non-disposable gloves category declined across all brands, suggesting a market-wide downturn in demand or increased competition from alternatives. Brands like Hbc and Altri experienced significant declines and may need to investigate the causes and take corrective actions to regain market share.

The Wipes & Co's 2012 sales data reveals a competitive and fragmented market, with dominant players in specific categories and significant contributions from smaller companies (p.18, p.22). The "Other rank >8" companies hold substantial shares in several categories, particularly in Makeup Remover Wipes and Cotton Swabs, indicating a diverse range of products and competitors (p.19, p.23).

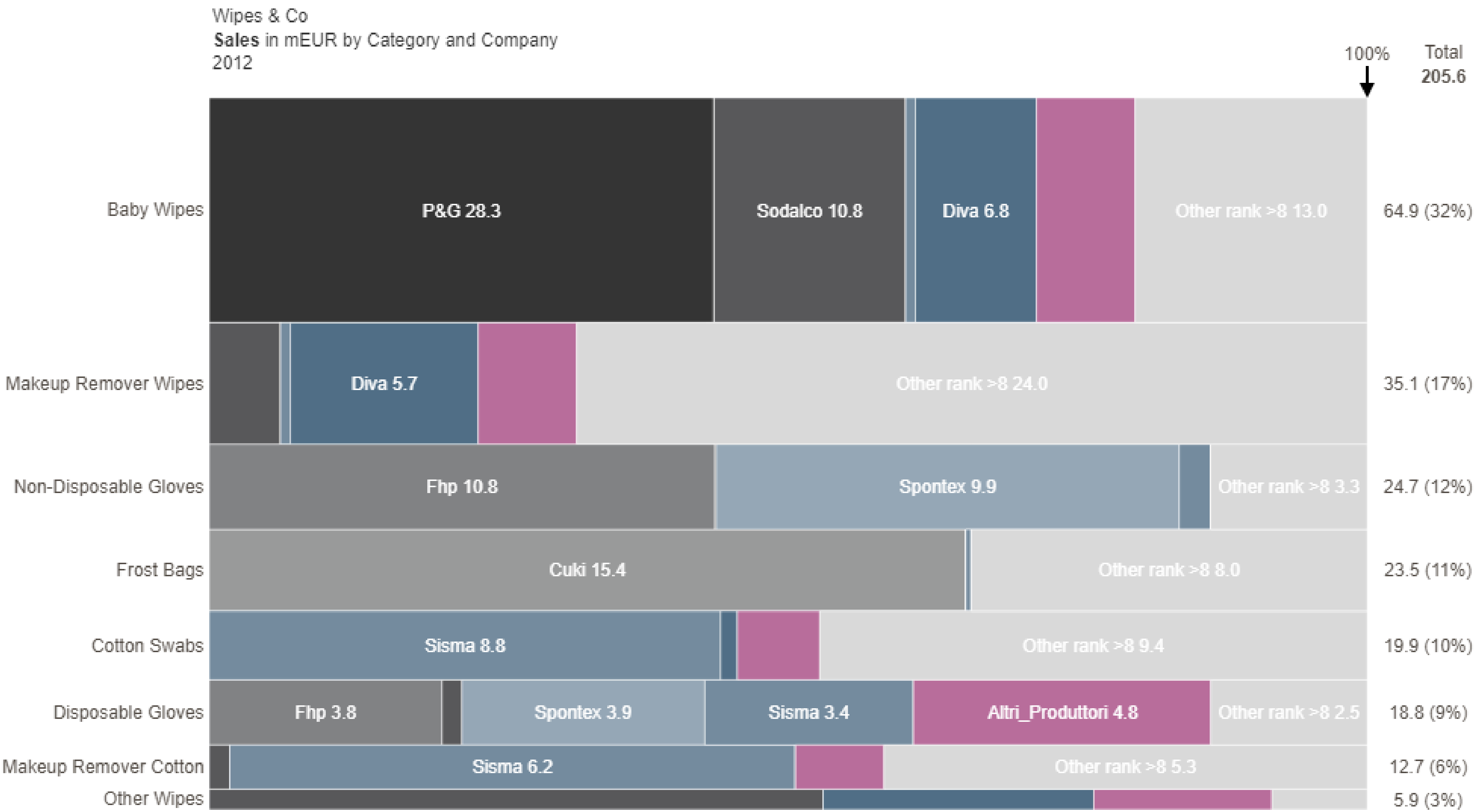
Baby Wipes is the largest category, with P&G's Pampers brand dominating sales at €27.5 million and 28% of total units sold (p.18, p.19, p.24). Frost Bags and Non-Disposable Gloves also show less fragmentation, with one or two companies leading sales (p.19). Vileda tops the Non-Disposable Gloves category with €10.8 million in sales (p.24).

The "Other rank >3" category exhibited the most significant growth, particularly in Frost Bags (8.0%), Makeup Remover Wipes (7.0%), and Baby Wipes (5.0%), suggesting successful strategies by smaller brands (p.20). However, the overall average growth was negative, pulled down by declines in Non-Disposable Gloves and the "Other rank >4" category (p.21).

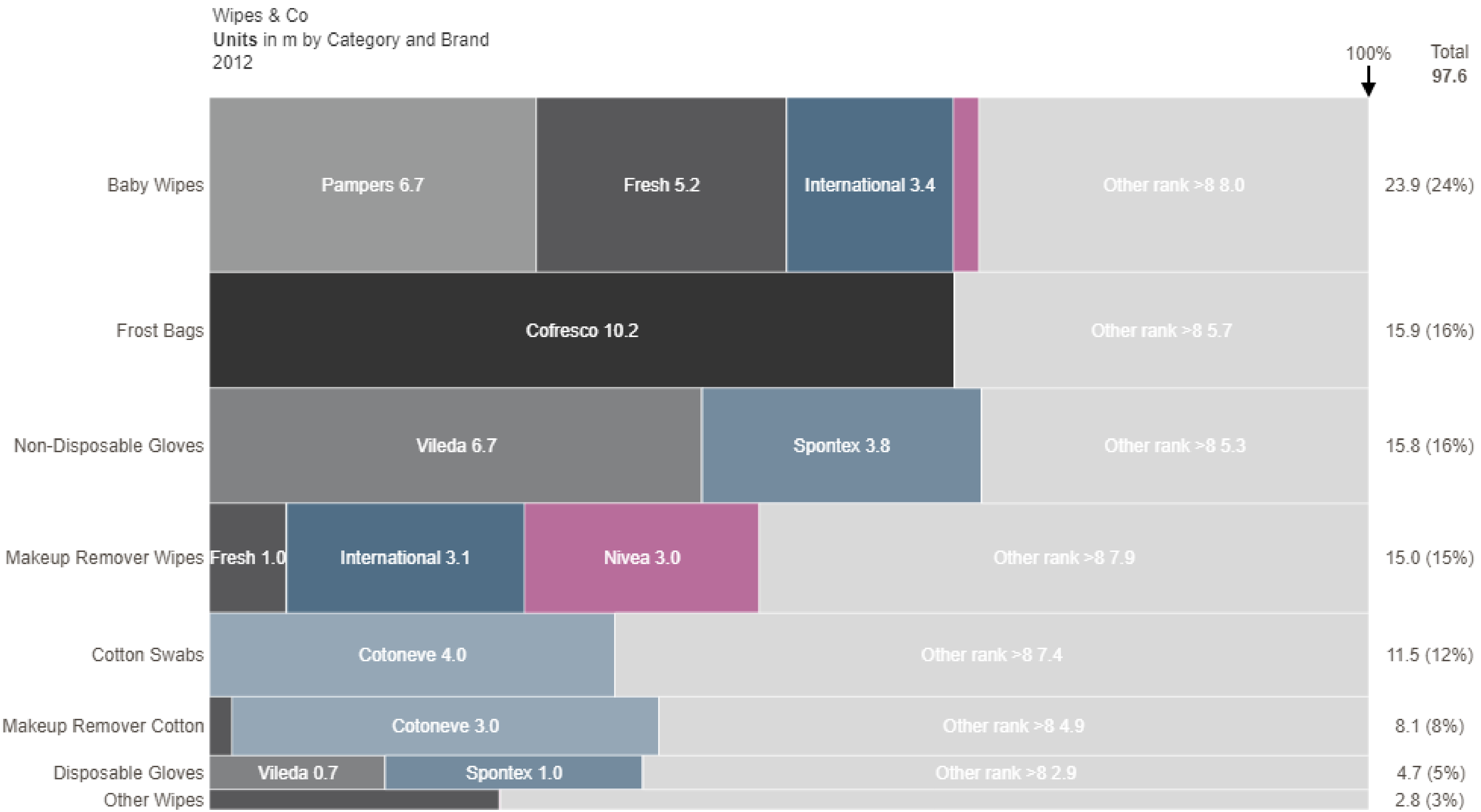
The "Other rank >10" category is a significant contributor in all categories except Baby Wipes, further highlighting the importance of smaller companies in the market (p.23). The "Other rank >3" category is the most diverse and competitive, with no single company dominating sales (p.23).

In summary, Wipes & Co operates in a dynamic market characterized by the presence of both large and small players. While dominant brands like Pampers and Vileda lead in specific categories, smaller companies hold significant market shares and drive growth in others, showcasing the competitive nature of the industry (p.22, p.23).

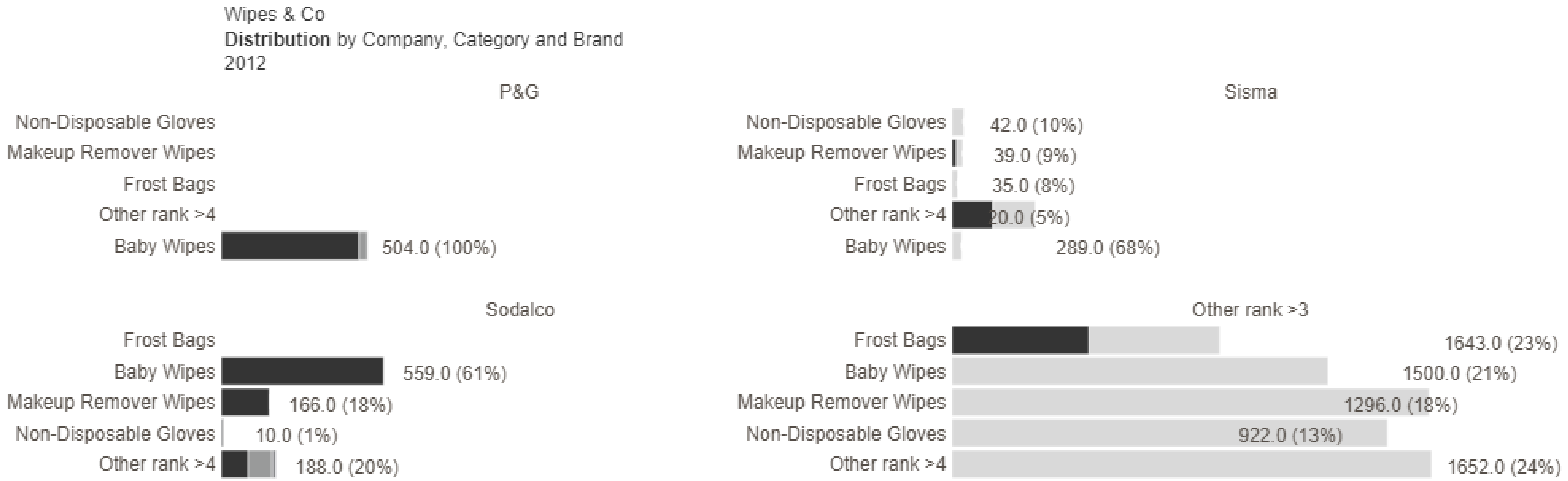
Wipes & Co's 2012 sales data shows a market with dominant players in specific categories and significant fragmentation, especially in Makeup Remover Wipes and Cotton Swabs. Baby Wipes is the largest category at €64.9 million, with P&G contributing 44%. Makeup Remover Wipes and Non-Disposable Gloves follow at €35.1 million and €24.7 million, respectively. In Makeup Remover Wipes, the 'Other rank >8' companies hold a 68% share, indicating fragmentation. For Non-Disposable Gloves, Fhp and Spontex are major players, contributing 44% and 40%, respectively.



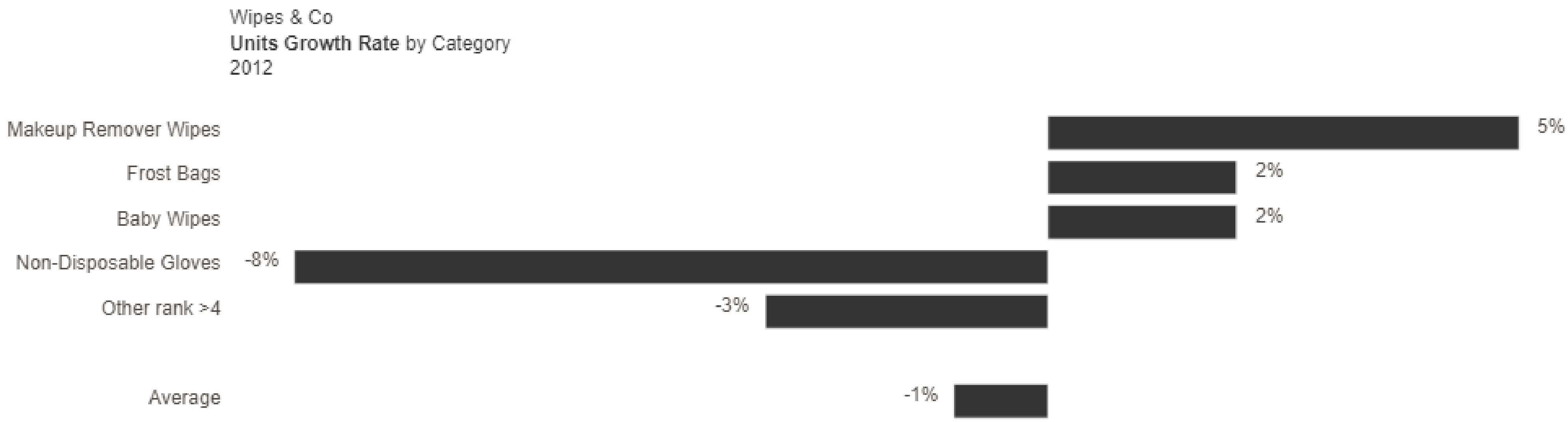
The market is fragmented in several categories, with "Other rank >8" companies holding significant shares, especially in Makeup Remover Wipes and Cotton Swabs, suggesting a competitive market with many players. Categories like Baby Wipes, Frost Bags, and Non-Disposable Gloves show less fragmentation, with one or two companies dominating the sales. Baby Wipes is the largest category with 23.9 million units sold, where Pampers is the dominant brand, contributing 28% to the category's total units.



Wipes & Co's 2012 sales data shows the "Other rank >3" category had the most significant growth, particularly in Frost Bags (8.0%), Makeup Remover Wipes (7.0%), and Baby Wipes (5.0%). Smaller brands in this category seem to have found successful niches or strategies to outperform larger individual brands in certain categories.

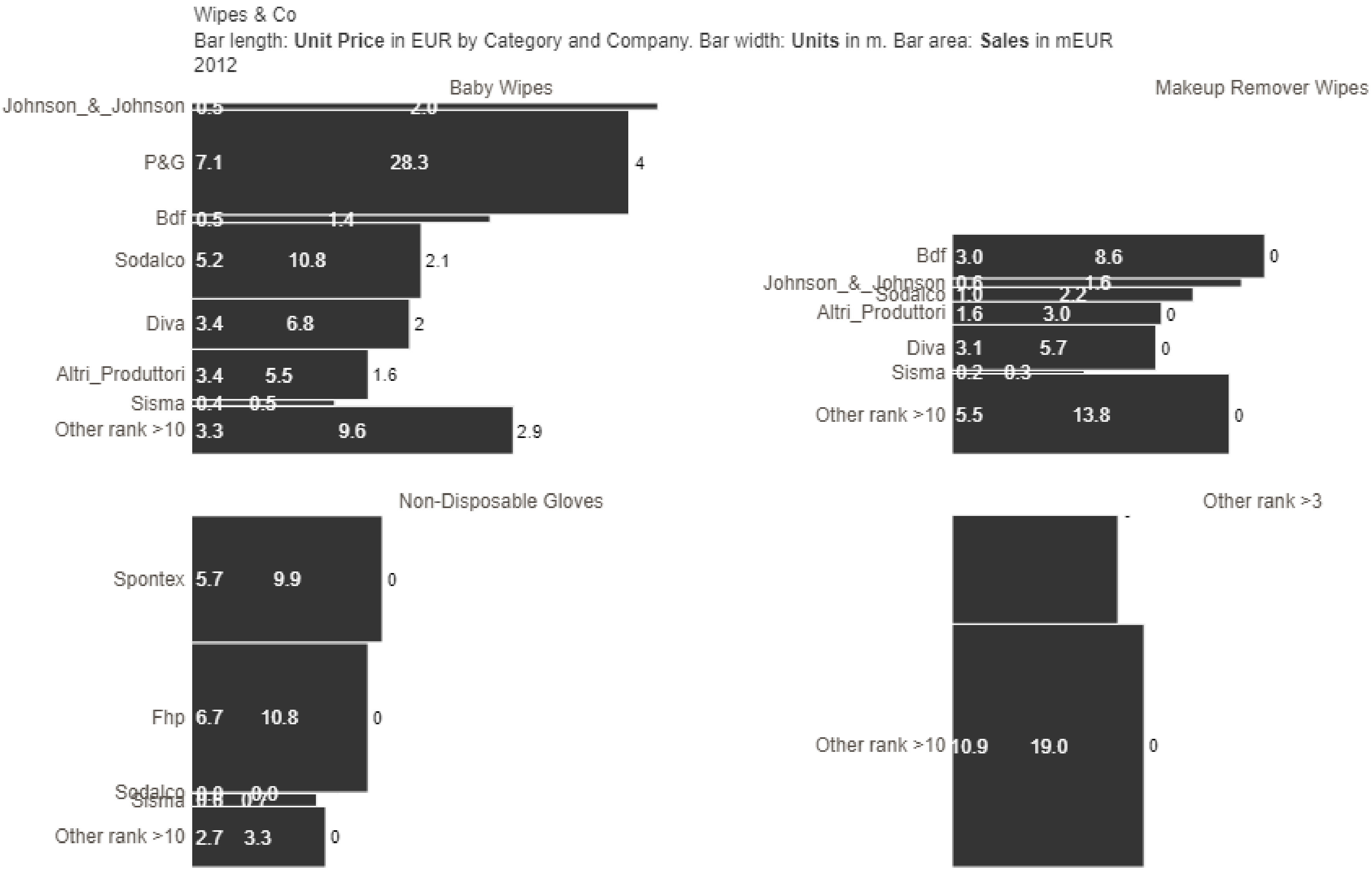


Baby Wipes, Frost Bags, and Makeup Remover Wipes saw growth, but the overall average was negative, pulled down by declines in Non-Disposable Gloves and the "Other rank >4" category. Makeup Remover Wipes performed best with 5.0% growth, suggesting strong demand or successful marketing.

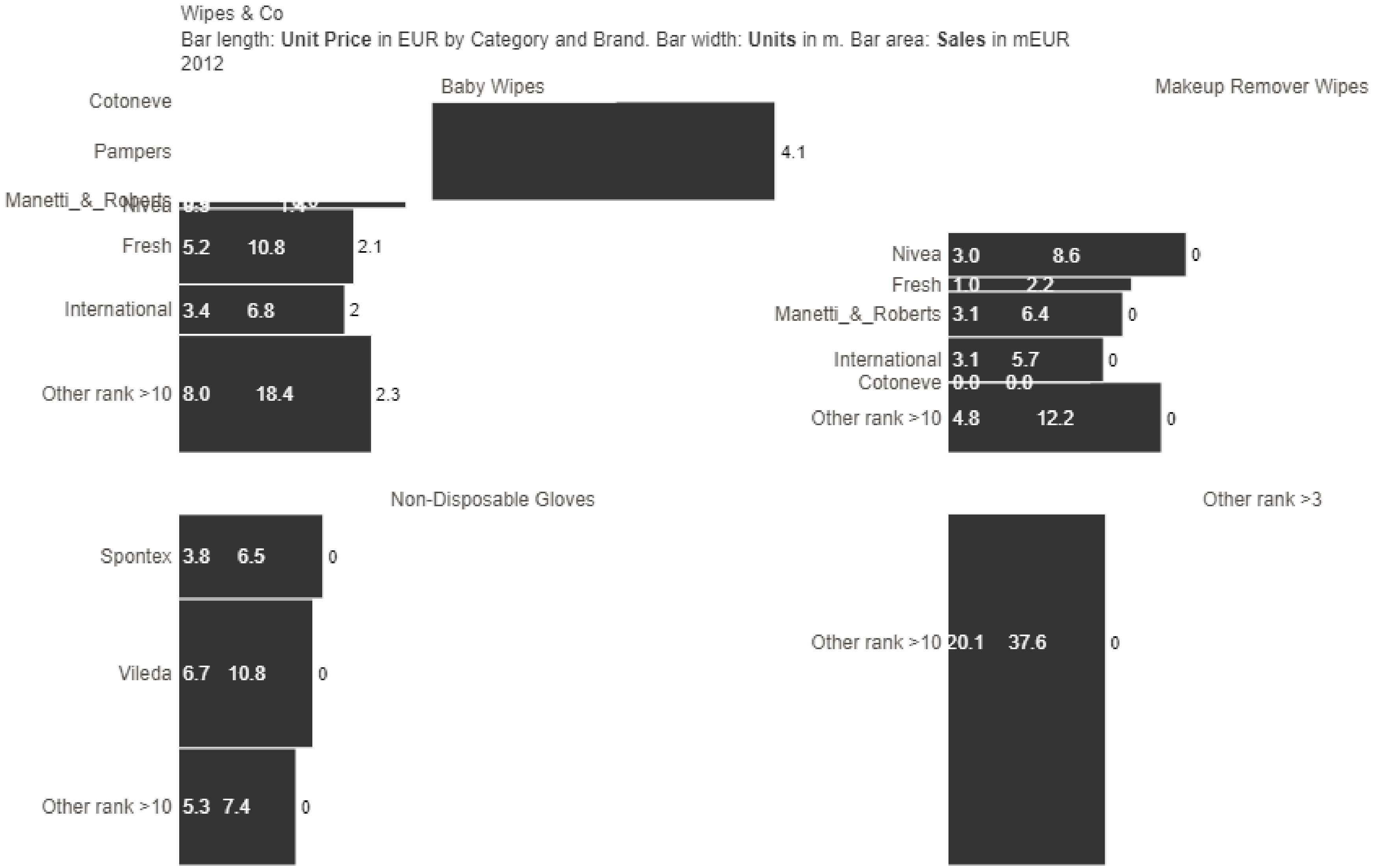


In 2012, Wipes & Co operated in a competitive and fragmented market, with smaller companies making significant contributions across various product categories. Pampers maintained a strong position in specific niches. The "Other rank >4" category showed significant sales in all product categories, indicating smaller or less dominant companies held a large market share. This was particularly notable in the "Other rank >3" category, where they had the highest units sold at 21.0 million.

The dataset reveals a competitive market with large and small players. "Other rank >10" is a significant contributor in all categories except Baby Wipes, suggesting smaller companies hold a considerable portion of the market. P&G dominates Baby Wipes by focusing on volume over unit price. "Other rank >3" is the most diverse and competitive, with no single company dominating sales, indicating a wide range of products and competitors.



Pampers dominates the Baby Wipes category with sales of 27.5 million EUR, far surpassing other brands. In Makeup Remover Wipes, "Other rank >10" leads at 12.2 million EUR, indicating smaller brands hold a significant market share. Vileda tops the Non-Disposable Gloves category with 10.8 million EUR in sales.



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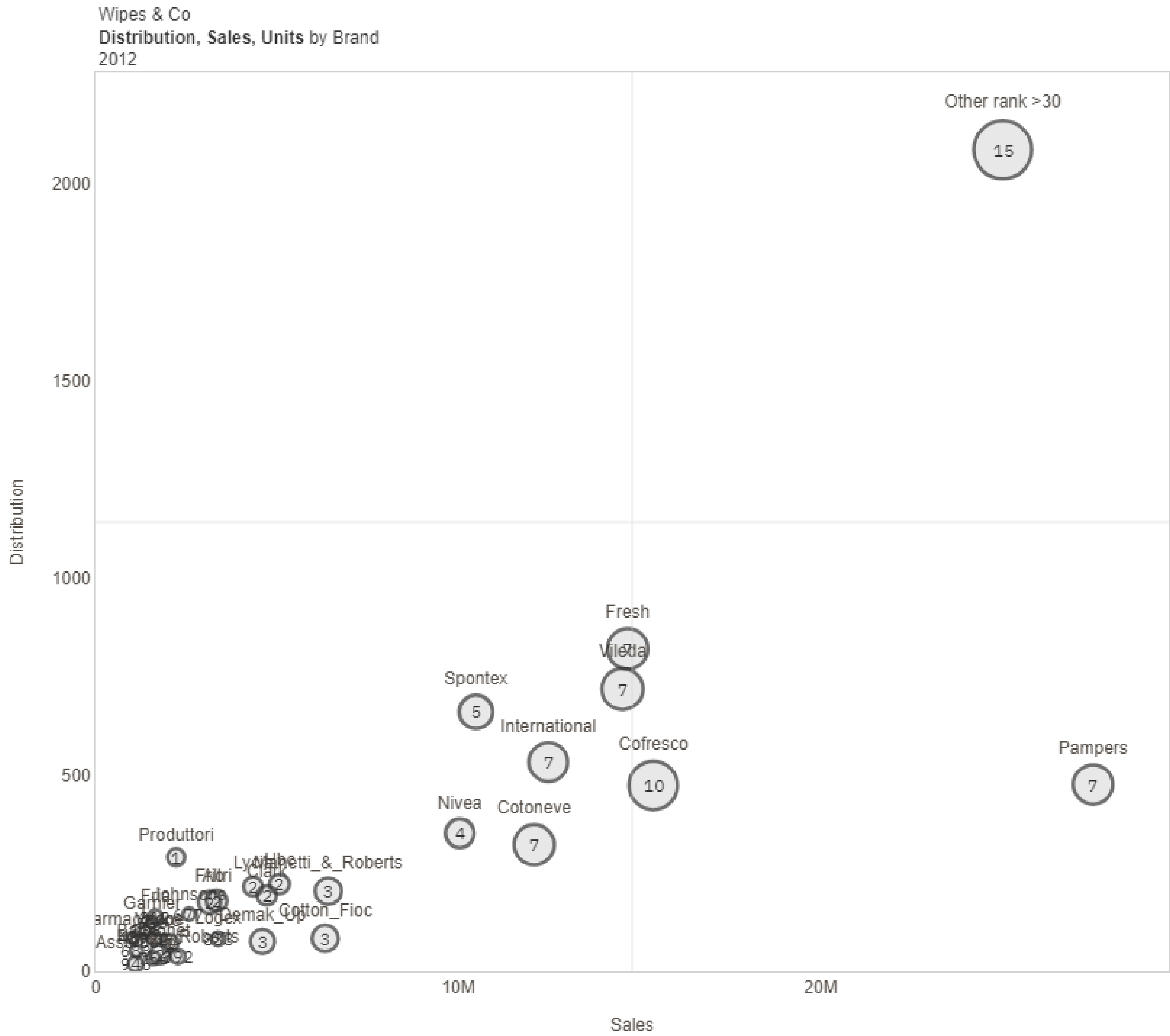
The sales report highlights Pampers as a top performer in the Baby Wipes category, leading in sales at $27.5 million and outperforming other brands (p.27). However, Cofresco leads in units sold with 10.2 million, suggesting lower prices than Pampers (p.27). Pampers also dominates the Baby Wipes category with sales over $27.5M, a distribution score of 475, and approximately 6.7M units sold (p.28).

P&G, the parent company of Pampers, leads with the highest sales at €28.3 million, followed by Sisma and Sodalco with €20.0 million and €16.6 million, respectively (p.29). Sisma sold the most units (11.3 million units), indicating a high market penetration despite its lower unit price (€1.8) (p.29). P&G's Pampers leads in sales with €27.5 million, selling 6.7 million units at an average price of €4.08 (p.30).

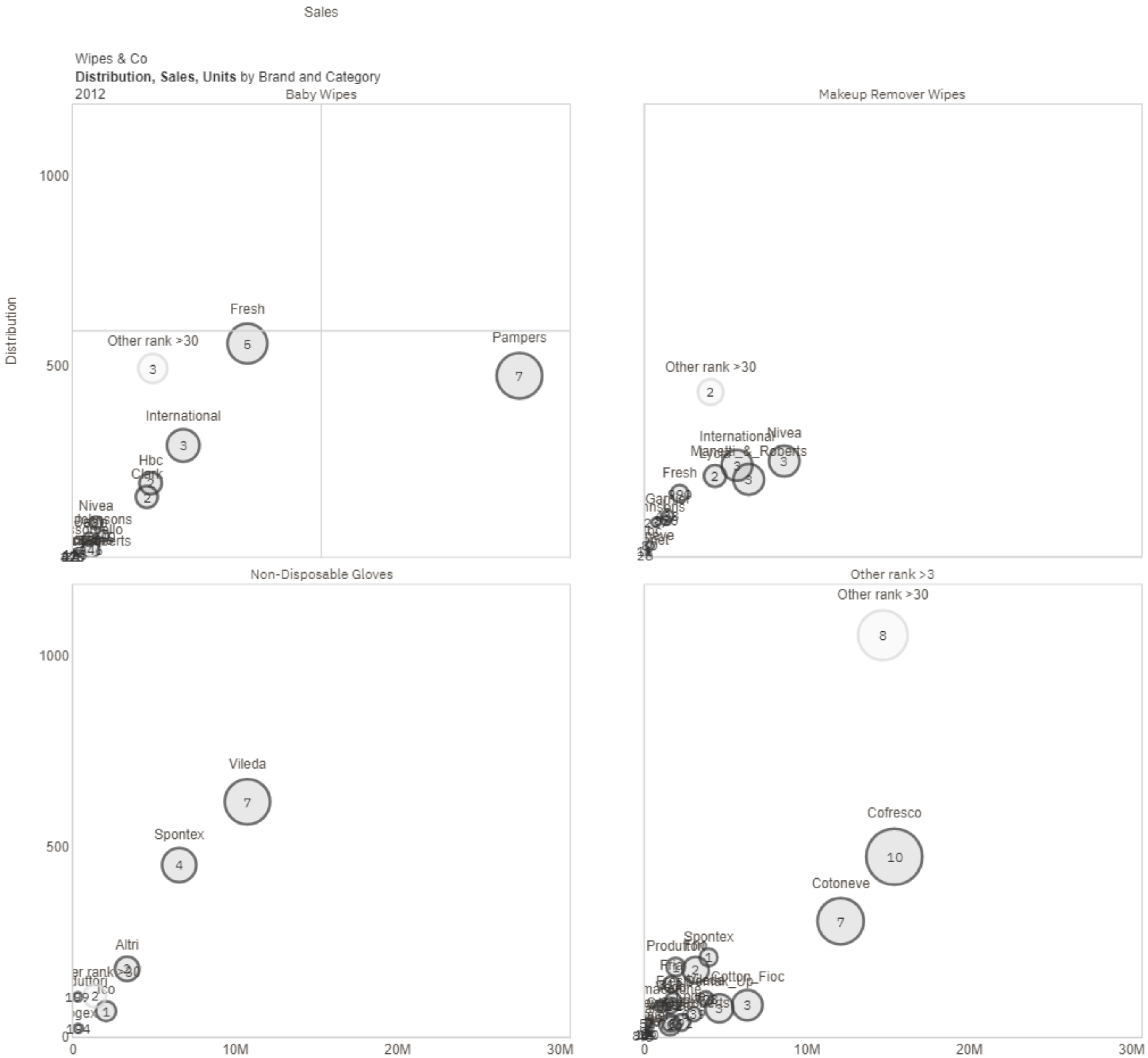
The "Other Rank >7" category dominates both in sales and units, indicating Wipes & Co's diversified portfolio relies less on top individual brands (p.31). This category also dominates sales and distribution, suggesting a fragmented market with many smaller players (p.32). 'Altri_Produttori' has the most EANs, correlating with strong distribution but not the highest sales, showing that a wide product variety helps distribution reach but doesn't always mean proportionally higher sales (p.32).

Sales concentration is 'moderate', likely because 31% of companies contribute 82% of sales, with significant sales still distributed among remaining companies (p.33). The Brand Distribution is described as "intense," with a significant skew towards a minority of Brands holding a majority of the market share (p.34). The top 33 Brands have a slightly higher share of Units (82%) than their share of Distribution (80%), implying that the Units concentration is greater than the Distribution concentration for these top Brands (p.34).

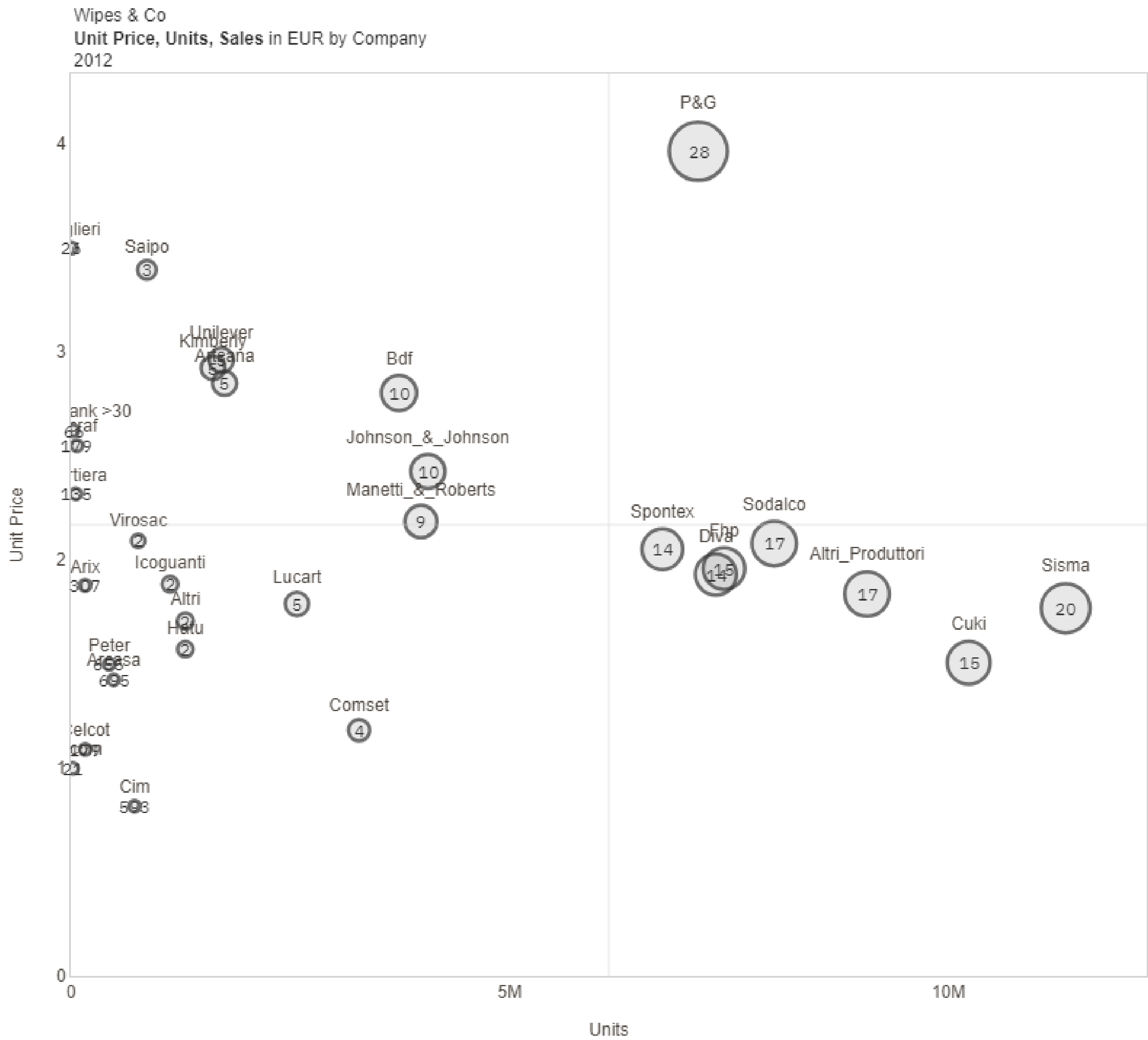
Pampers tops sales at $27.5 million, significantly outperforming other brands. However, Cofresco leads in units sold with 10.2 million, suggesting lower prices than Pampers. Smaller brands, aggregated under "Other rank > 30", make a substantial impact with $25.0 million in sales from 2.1k outlets and 14.6 million units sold, highlighting the market's competitive nature.



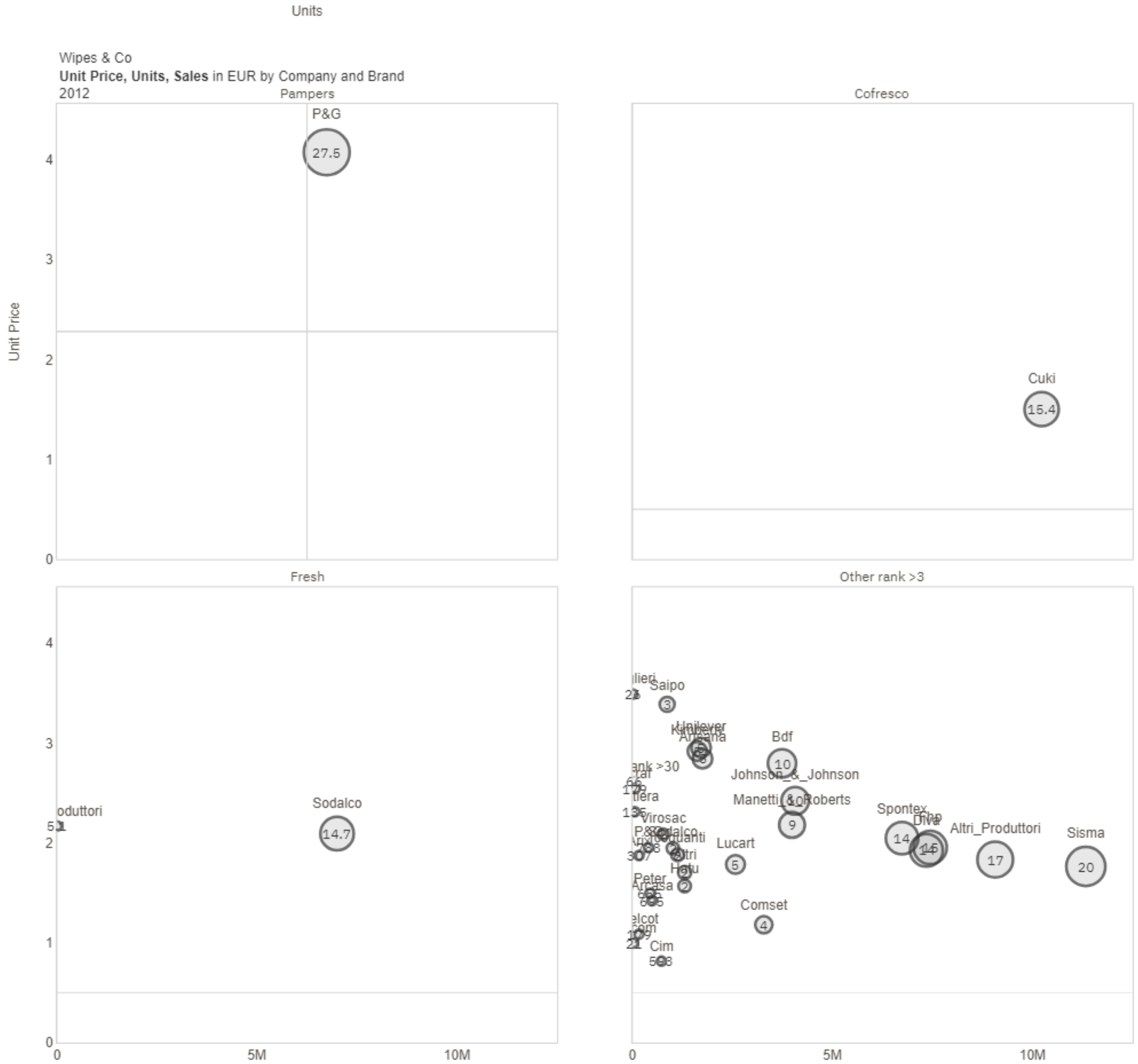
In the Baby Wipes category, Pampers leads with sales over $27.5M, a distribution score of 475, and approximately 6.7M units sold. Smaller brands collectively show considerable sales of nearly $4.9M, a distribution score of 494, and over 2.7M units sold. For Makeup Remover Wipes, Nivea tops sales at over $8.6M, a distribution score of 251, and 3.0M units sold. Smaller brands again have a notable presence with sales over $4.0M, a distribution score of 432, and 2.1M units sold.



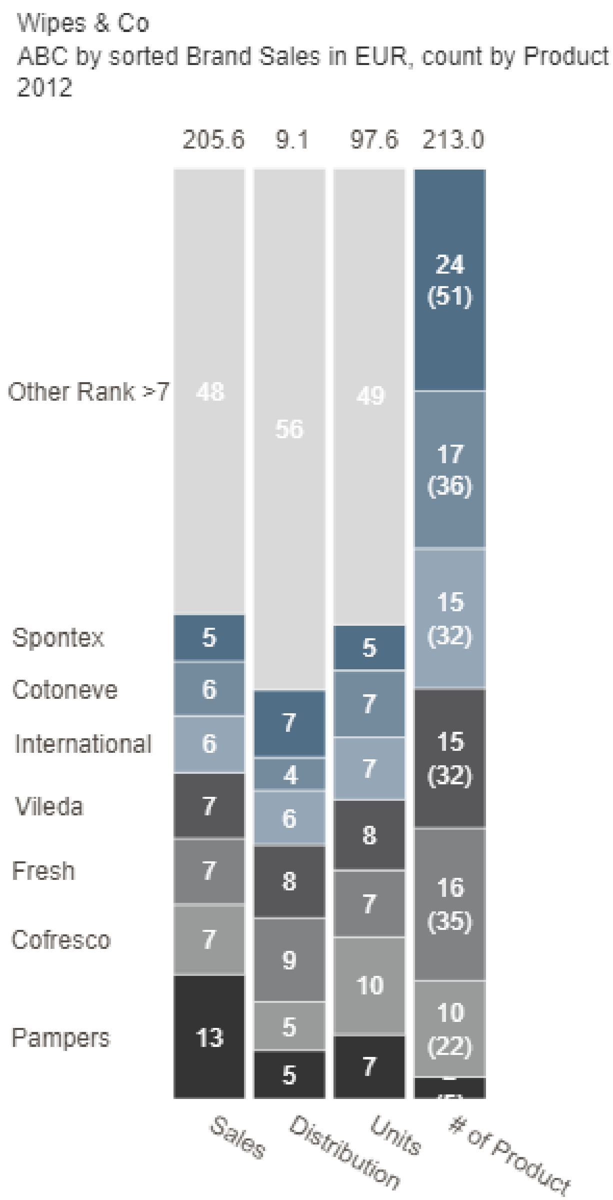
P&G leads with the highest sales at €28.3 million, followed by Sisma and Sodalco with €20.0 million and €16.6 million, respectively. Sisma sold the most units (11.3 million units), indicating a high market penetration despite its lower unit price (€1.8). P&G has managed to lead in sales, which can be attributed to its higher unit price (€4.0).



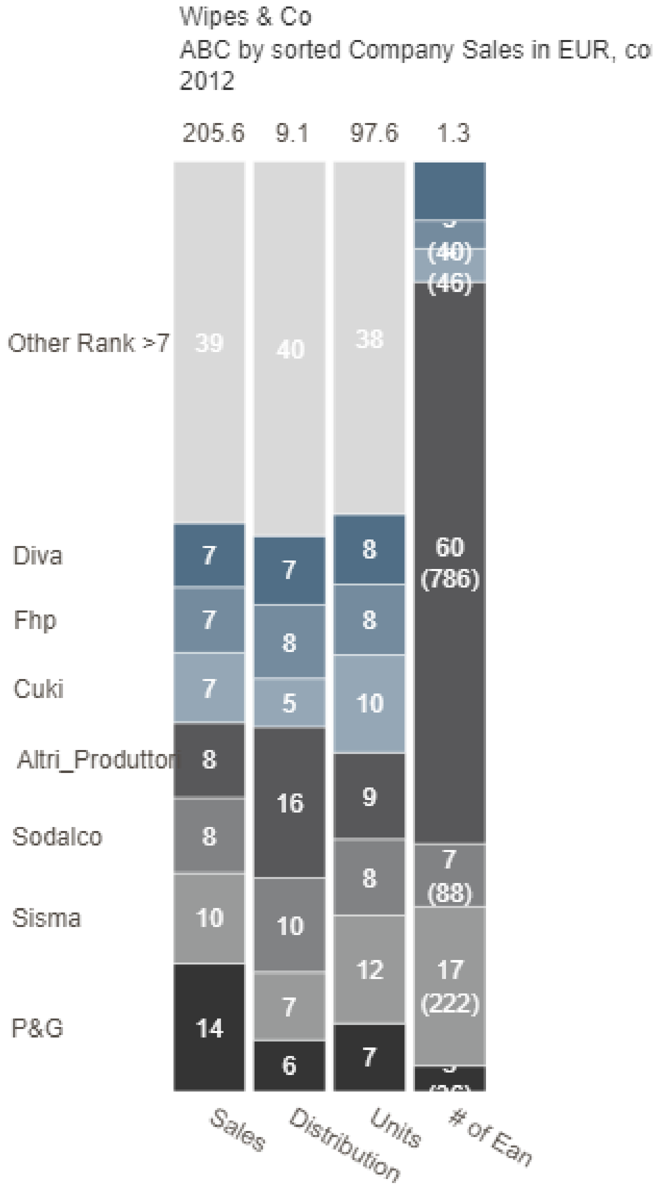
P&G's Pampers leads in sales with €27.5 million, selling 6.7 million units at an average price of €4.08. Cofresco's Cuki generated €15.4 million from 10.2 million units, at a lower unit price of €1.50. Sodalco's Fresh achieved €14.7 million sales from 7.0 million units, with a unit price of €2.09. The 'Other rank > 30' category shows €65.5k total sales from 25.0k units, at a higher average price of €2.62.



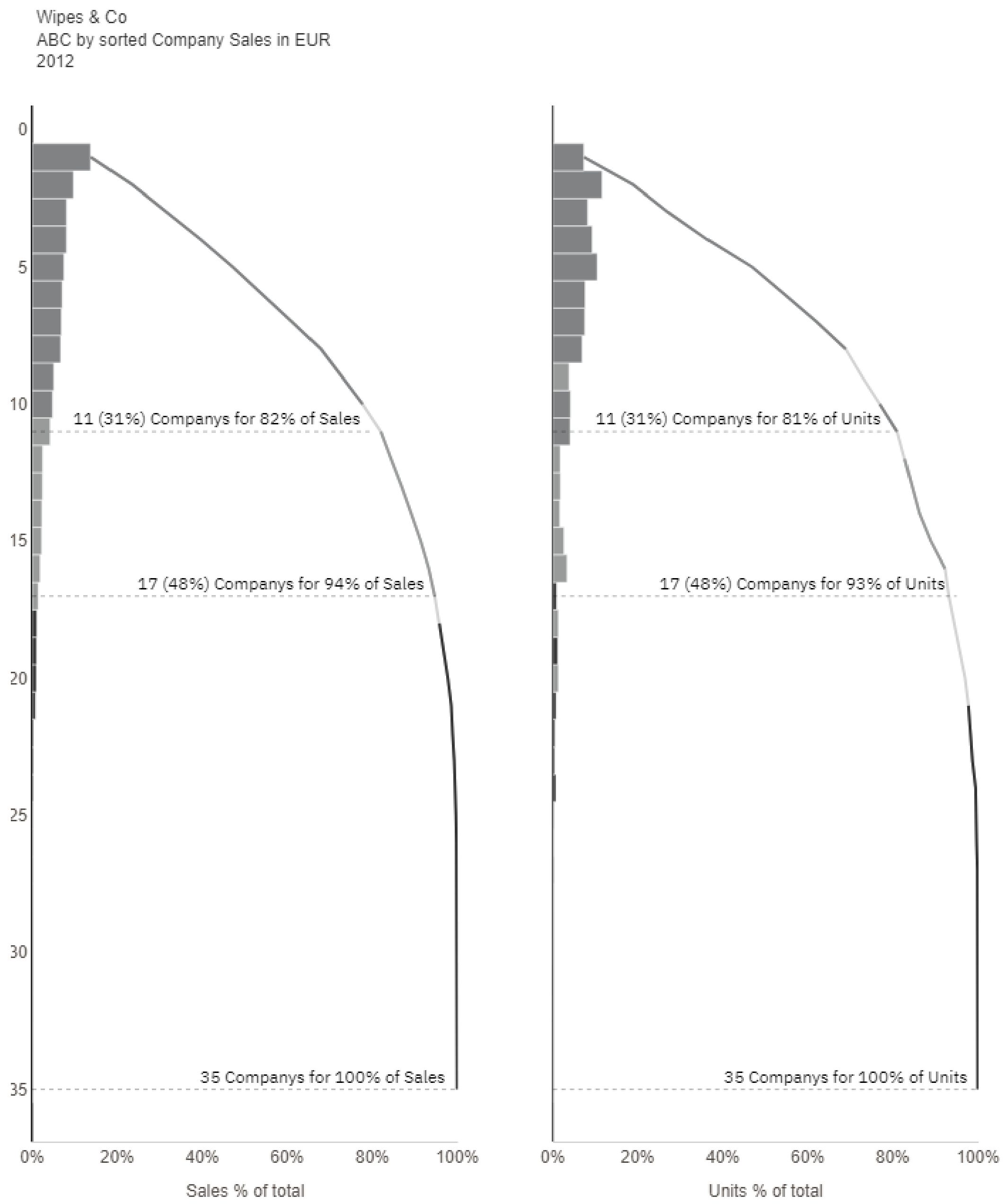
The "Other Rank >7" category dominates both in sales and units, indicating Wipes & Co's diversified portfolio relies less on top individual brands. Brands like Spontex, Cotoneve, Fresh, and International have a broader product range compared to Pampers, possibly suggesting a strategy of market segmentation or focus on niche markets.



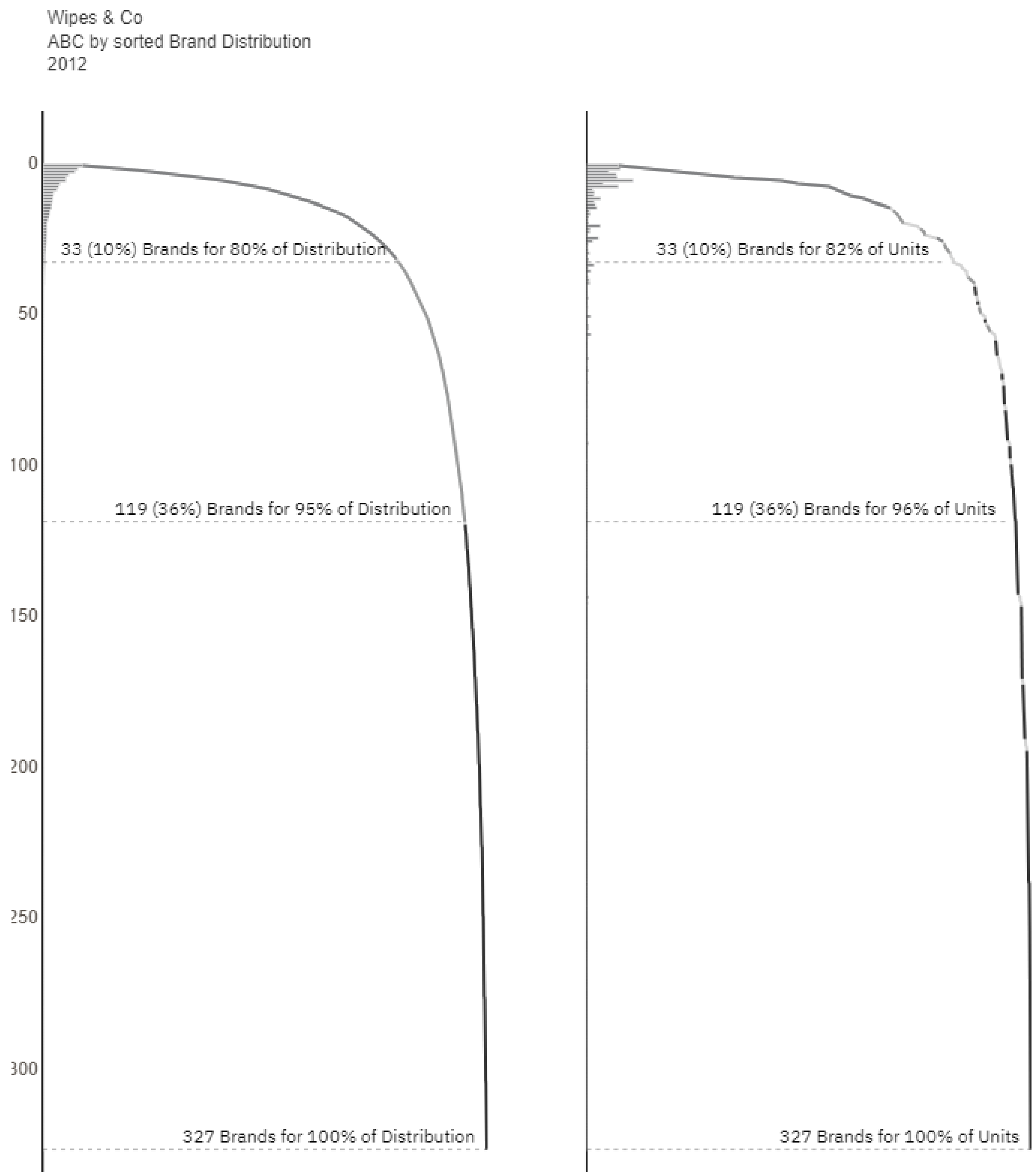
'Other Rank >7' dominates sales and distribution, suggesting a fragmented market with many smaller players. 'Altri_Produttori' has the most EANs, correlating with strong distribution but not the highest sales. This shows a wide product variety helps distribution reach but doesn't always mean proportionally higher sales. 'P&G' has fewer EANs but secures the second-highest sales, indicating efficient strategies or higher-value products that sell well despite less variety.



Sales concentration is 'moderate', likely because 31% of companies contribute 82% of sales, with significant sales still distributed among remaining companies. Units concentration is slightly less than Sales at the 'A' company level, with Units at 81% compared to 82% of Sales. This pattern continues for 'B' class companies.



The Brand Distribution is described as "intense," with a significant skew towards a minority of Brands holding a majority of the market share. The top 33 Brands have a slightly higher share of Units (82%) than their share of Distribution (80%), implying that the Units concentration is greater than the Distribution concentration for these top Brands. These leading Brands sell more units relative to their distribution percentage. Both subcharts reveal a highly skewed concentration, with a small percentage of Brands holding a large share of both Distribution and Units.



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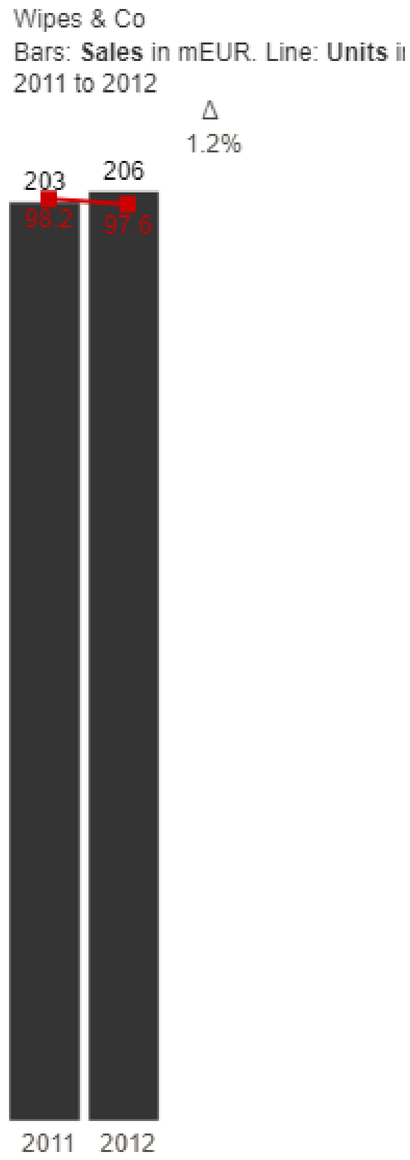
The company experienced mixed results from 2011 to 2012. While overall sales revenue grew by $2.4 million, this was achieved despite selling 558.8k fewer units, suggesting a higher average sale price per unit (p.37). The company's own sales volume increased slightly from 5.8 million to 5.9 million units, maintaining and slightly growing its market presence (p.39). It also saw growth in both distribution volume (3.9%) and unit price (1.8%), indicating a likely significant increase in overall revenue (p.40).

However, the overall market for the company's brands saw a slight decline of 0.6% (p.41). Individual brands performed differently, with Diva and Altri Produttori showing the highest sales CAGR at 13.8% and 8.6% respectively, while P&G and Fhp also had healthy growth rates of 5.0% and 6.1%. In contrast, Cuki, Sodalco, and Spontex saw sales declines, with Spontex having the most significant drop at -5.3% (p.38).

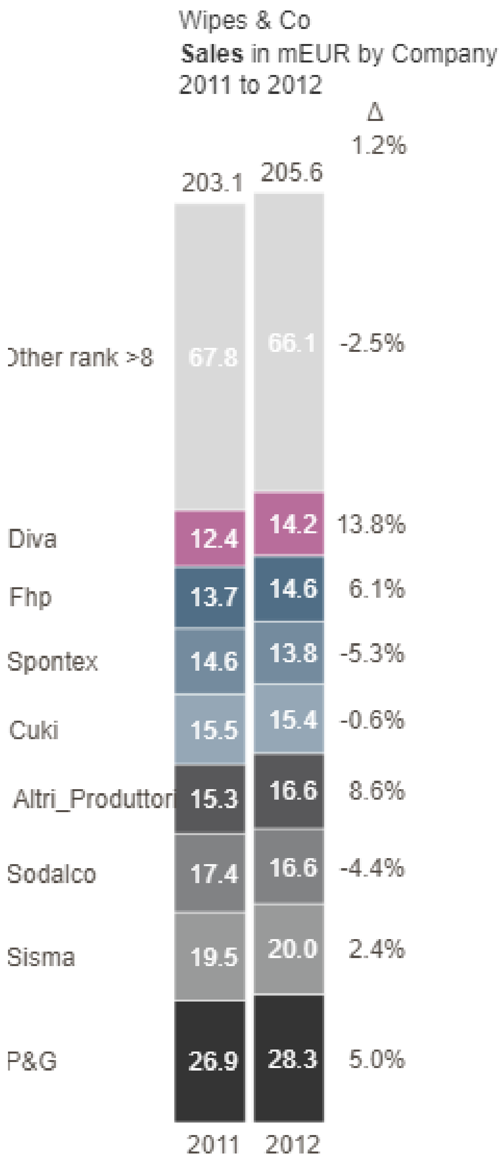
Among the company's product categories, Baby Wipes, Other Wipes, and Makeup Remover Wipes grew from 2011 to 2012, with CAGRs of 2.4%, 1.2%, and 5.4% respectively. Non-Disposable Gloves and Disposable Gloves declined significantly, with CAGRs of -7.6% and -3.1%. Frost Bags saw a slight increase in units (p.42).

In summary, the company experienced growth in sales revenue and slight growth in its own sales volume, despite a small decline in the overall market. The performance of individual brands and product categories was mixed, with some showing strong growth while others declined. The company's ability to increase average sale price per unit helped drive revenue growth despite lower total units sold (p.37, p.38, p.39, p.40, p.41, p.42).

The business saw sales revenue grow by $2.4 million from 2011 to 2012, despite selling 558.8k fewer units. This suggests a higher average sale price per unit, potentially due to price increases, a shift towards higher-priced products, or better sales of premium items. The sales CAGR of 1.2% over the period points to modest growth.



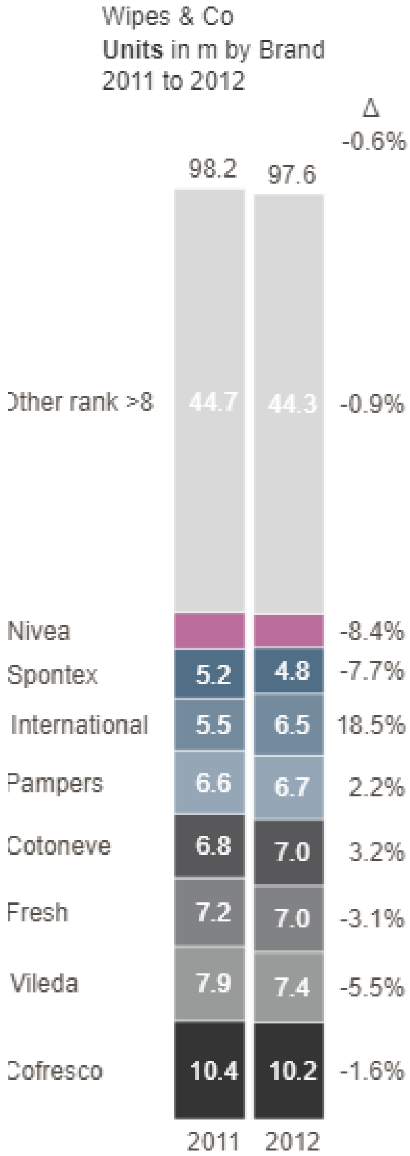
Diva and Altri Produttori showed the highest sales CAGR at 13.8% and 8.6% respectively. P&G and Fhp also had healthy growth rates of 5.0% and 6.1%. However, Cuki, Sodalco, and Spontex saw sales declines, with Spontex having the most significant drop at -5.3%.



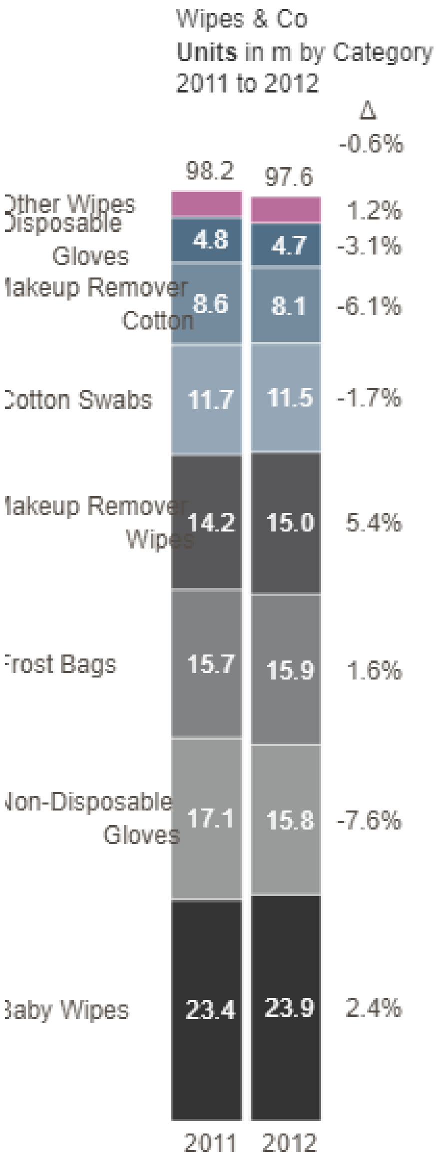
The company's sales volume increased slightly from 5.8 million units in 2011 to 5.9 million units in 2012, maintaining and slightly growing its market presence.

The company saw growth in both distribution volume and pricing from 2011 to 2012. Distribution volume increased by 340 units, or 3.9%, while unit price rose by 0.037, or 1.8%. The combined effect suggests overall revenue likely saw a significant increase, indicating a positive trend for the company's financial health and market position.

The overall market for the company's brands saw a slight decline of 0.6% from 2011 to 2012. But individual brands performed quite differently. International grew strongly at 18.5%, with Cotoneve and Pampers also managing growth. However, Nivea, Spontex, and Vileda contributed significantly to the overall contraction, declining by 8.4%, 7.7%, and 5.5% respectively.



Baby Wipes, Other Wipes, and Makeup Remover Wipes grew from 2011 to 2012, with CAGRs of 2.4%, 1.2%, and 5.4% respectively. Non-Disposable Gloves and Disposable Gloves declined significantly, with CAGRs of -7.6% and -3.1%. Frost Bags saw a slight increase in units.



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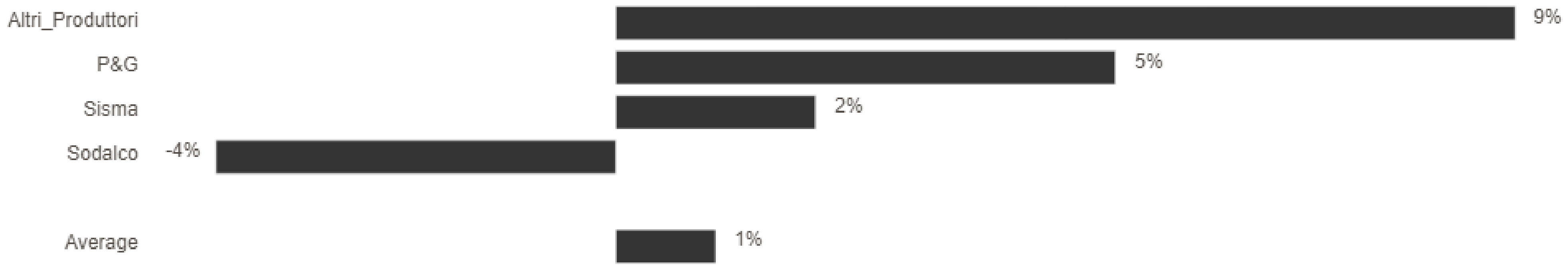
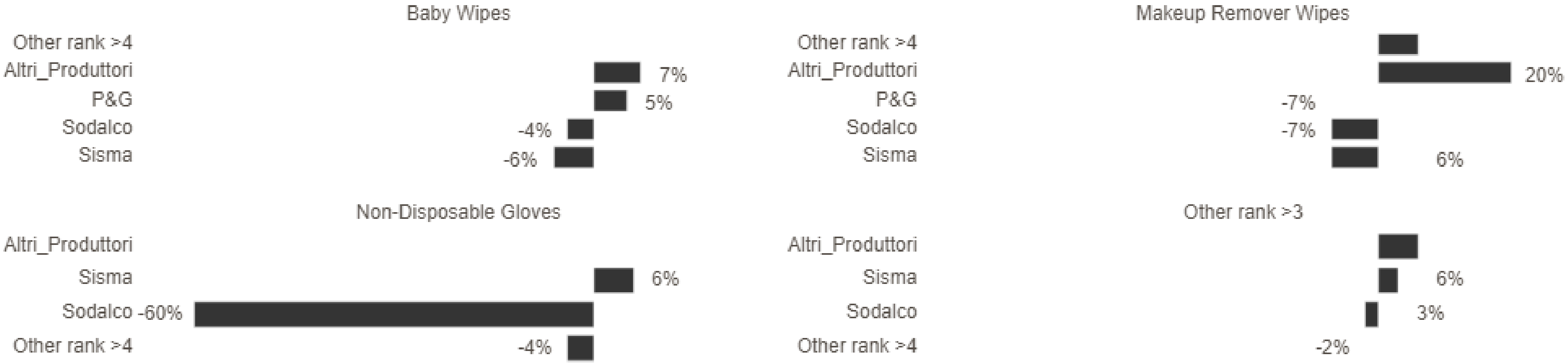
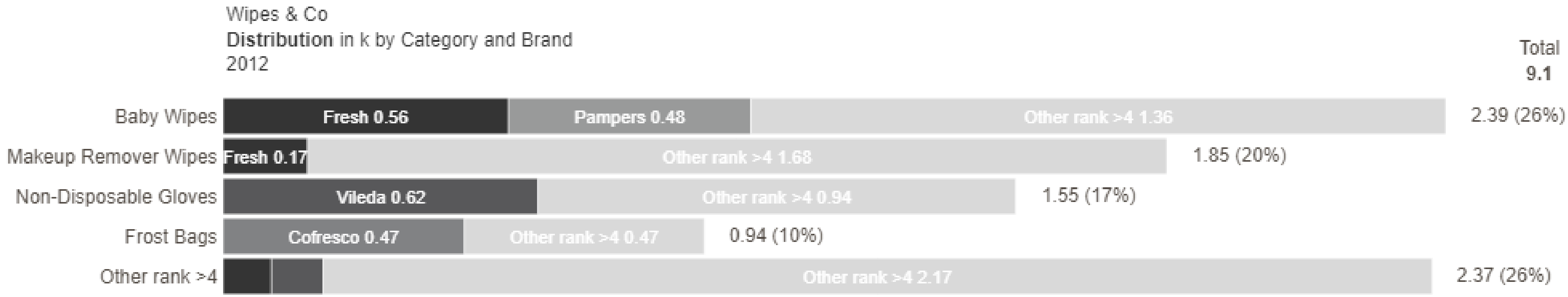
Sales Growth Rate in EUR by Company
2012

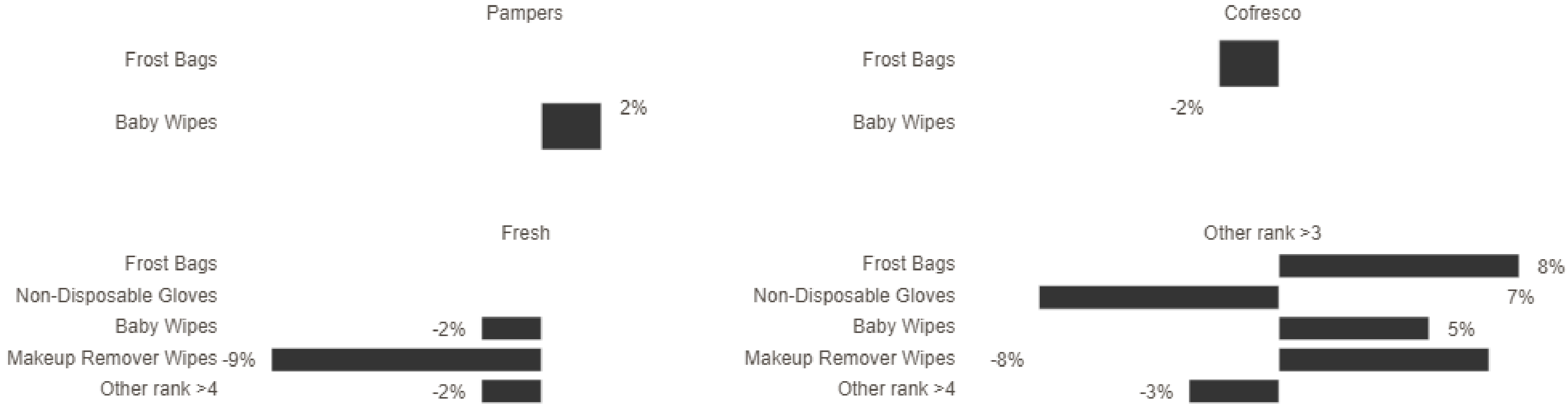


Wipes & Co
Sales Growth Rate in EUR by Category and Company
2012

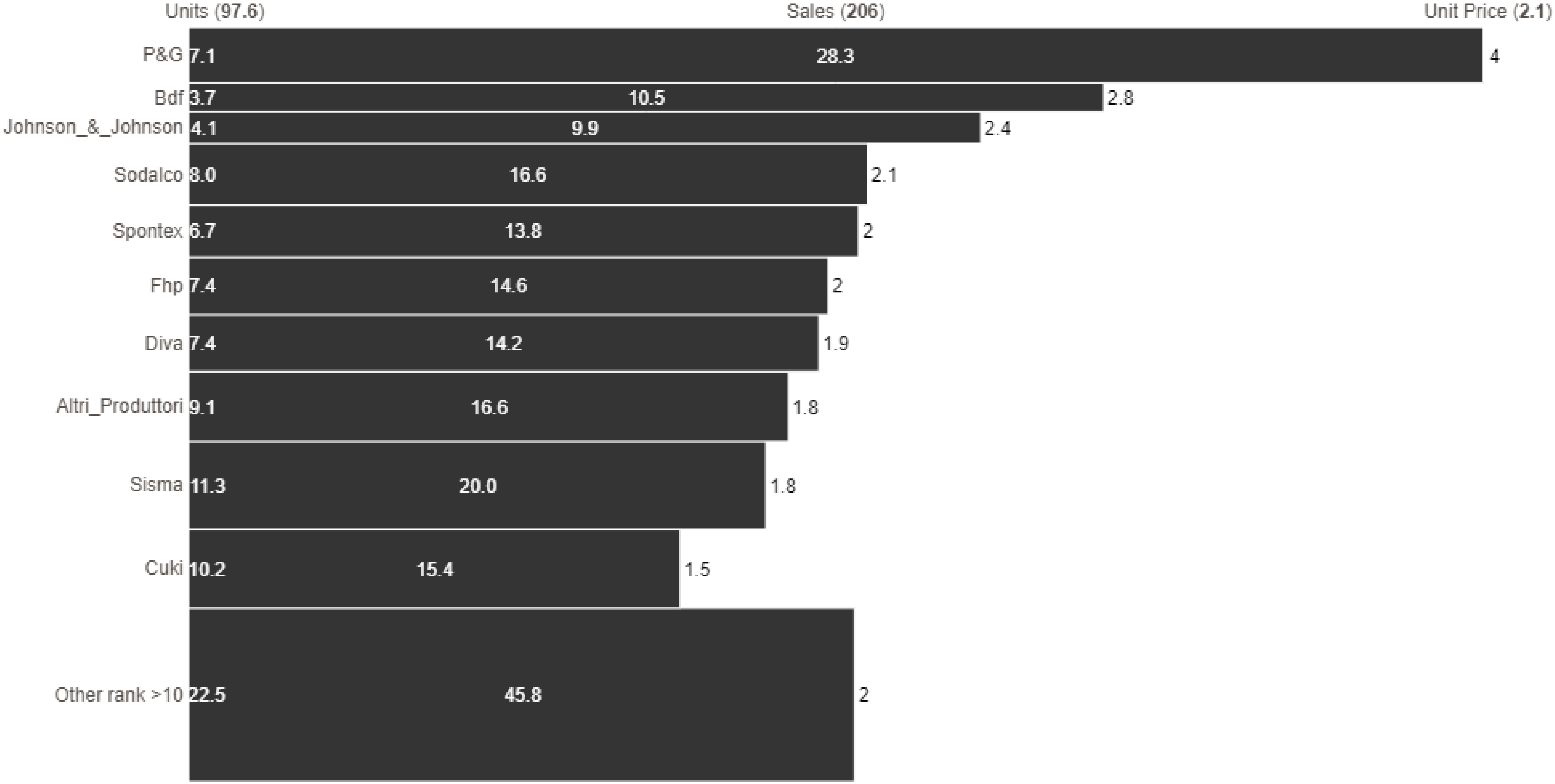



Wipes & Co
Distribution in k by Category and Brand
2012
Total
9.1
Baby Wipes
Fresh 0.56
Pampers 0.48
Other rank >4 1.36
2.39 (26%)
Makeup Remover Wipes
Fresh 0.17
Other rank >4 1.68
1.85 (20%)
Non-Disposable Gloves
Vileda 0.62
Other rank >4 0.94
1.55 (17%)
Frost Bags
Cofresco 0.47
Other rank >4 0.47
0.94 (10%)
Other rank >4
Other rank >4 2.17
2.37 (26%)

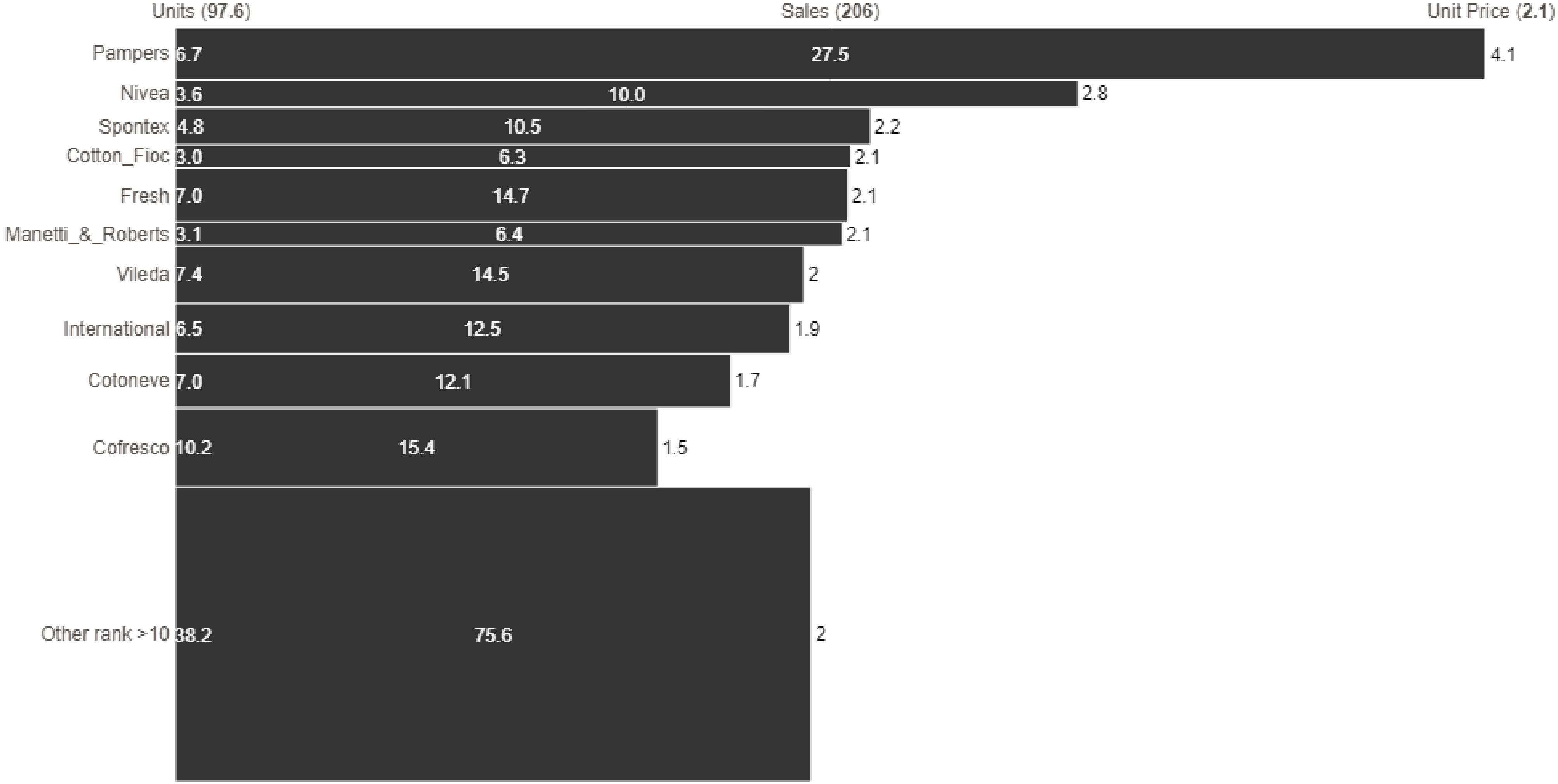
Wipes & Co
Units Growth Rate by Brand and Category
2012



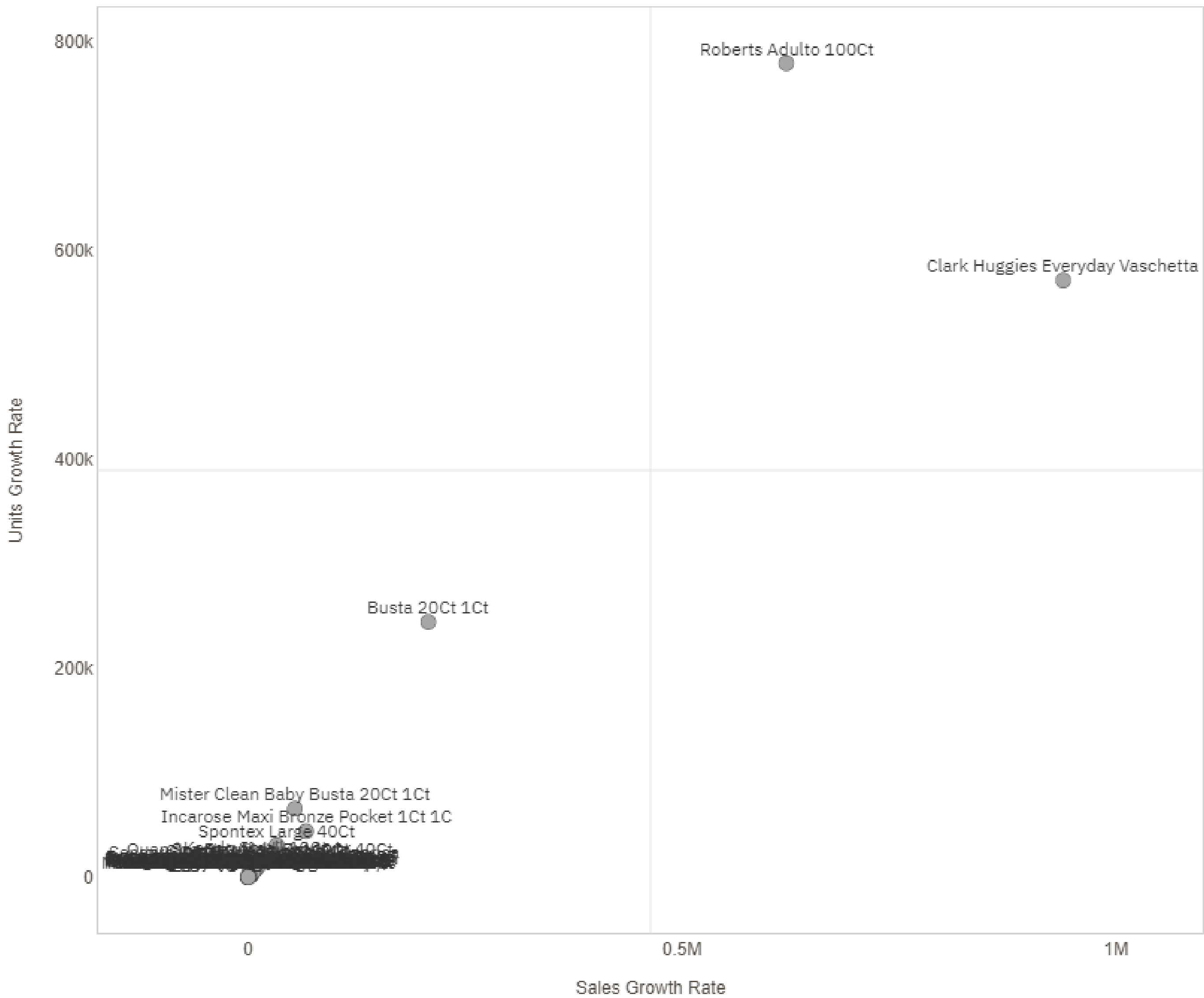
Wipes & Co
Bar length: **Unit Price** in EUR by Company. Bar width: **Units** in m. Bar area: **Sales** in mEUR
2012

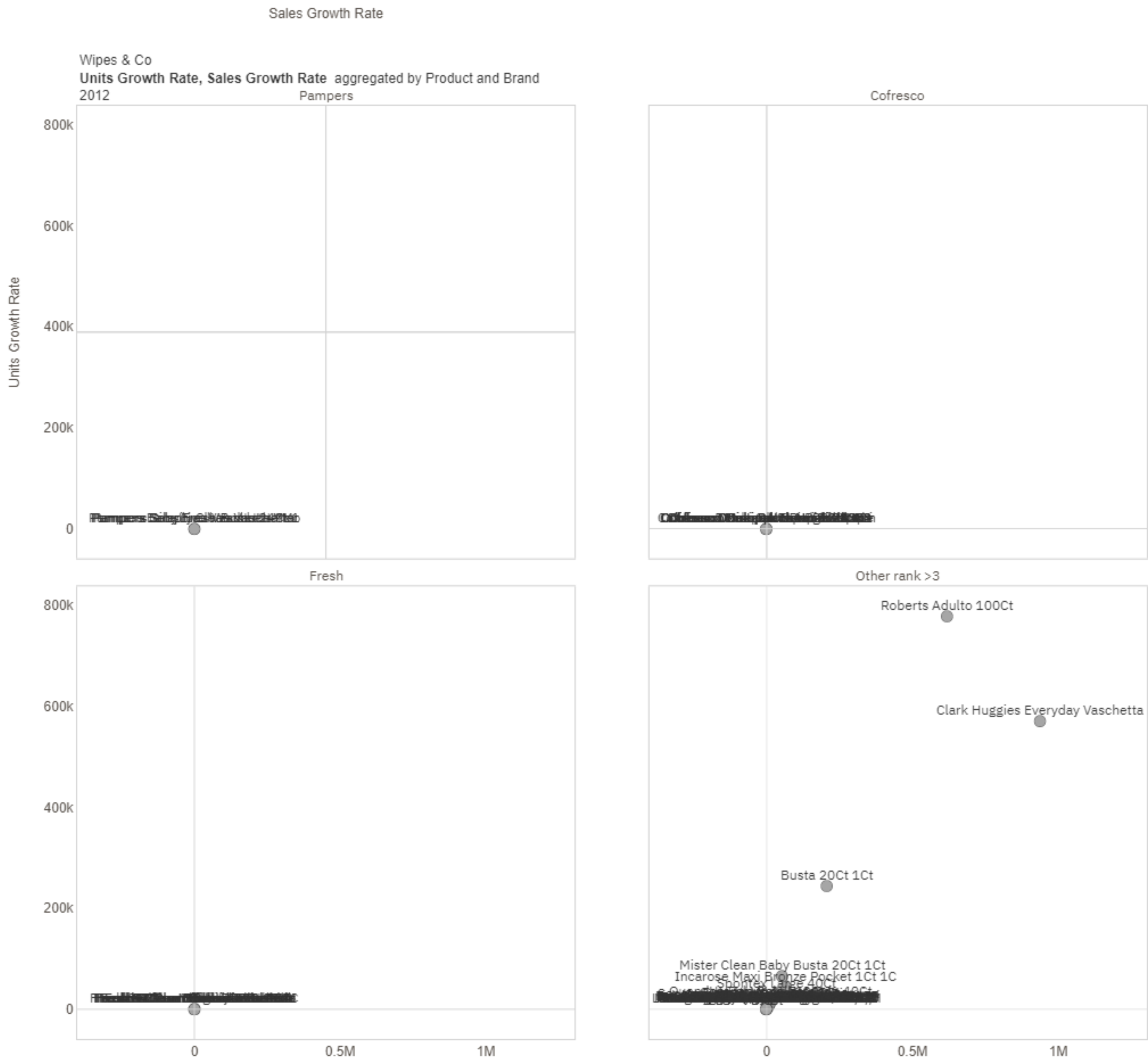


Wipes & Co
Bar length: **Unit Price** in EUR by Brand. Bar width: **Units** in m. Bar area: **Sales** in mEUR
2012

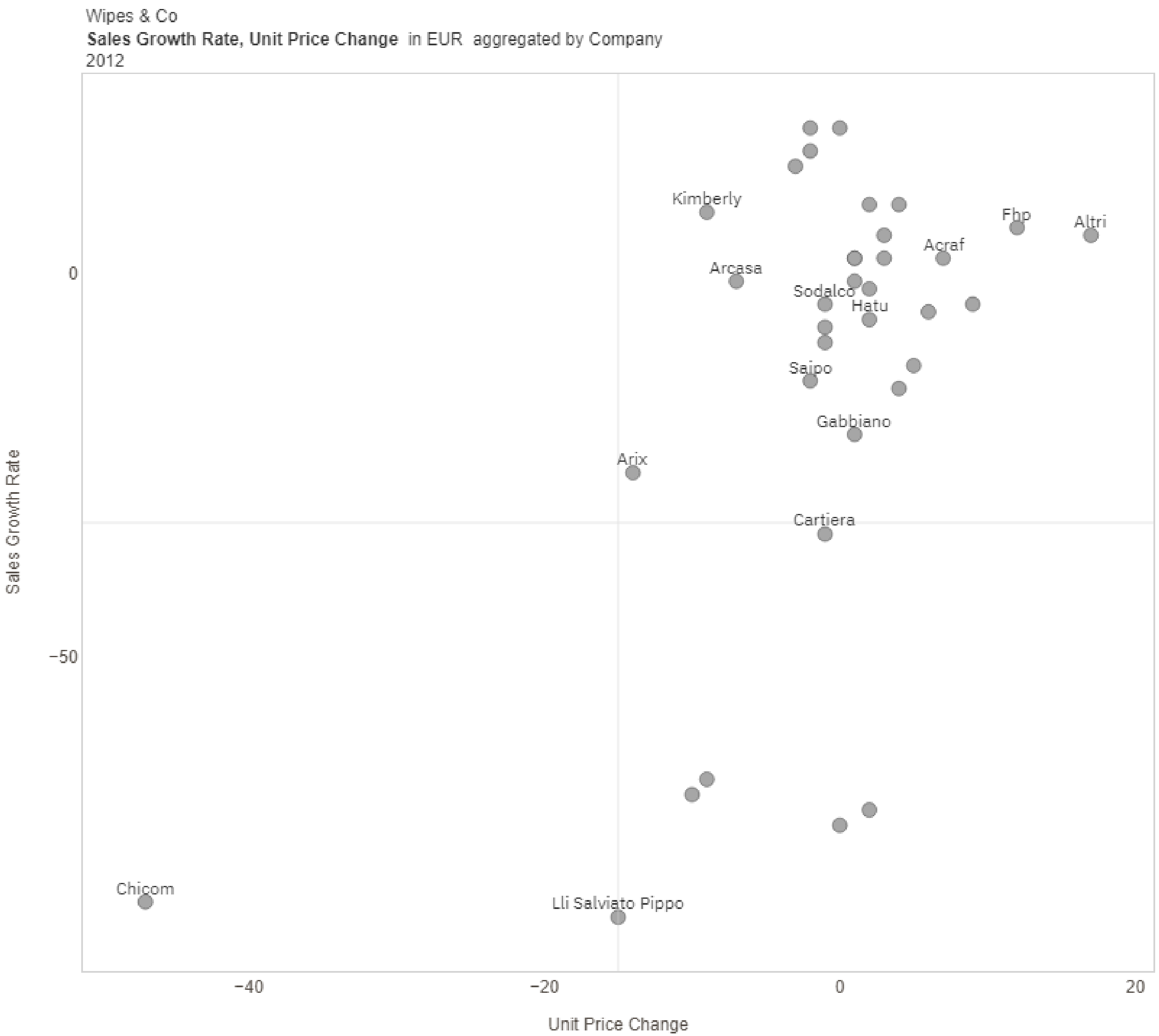


Wipes & Co
Units Growth Rate, Sales Growth Rate aggregated by Product
2012





Sales Growth Rate
Wipes & Co
Units Growth Rate, Sales Growth Rate aggregated by Product and Brand
2012
Pampers
Cofresco
Fresh
Other rank >3
Units Growth Rate
800k
600k
400k
200k
0
0.5M
1M
Roberts Adulto 100Ct
Clark Huggies Everyday Vaschetta
Busta 20Ct 1Ct
Mister Clean Baby Busta 20Ct 1Ct
Incarose Maxi Bronze Pocket 1Ct 1C

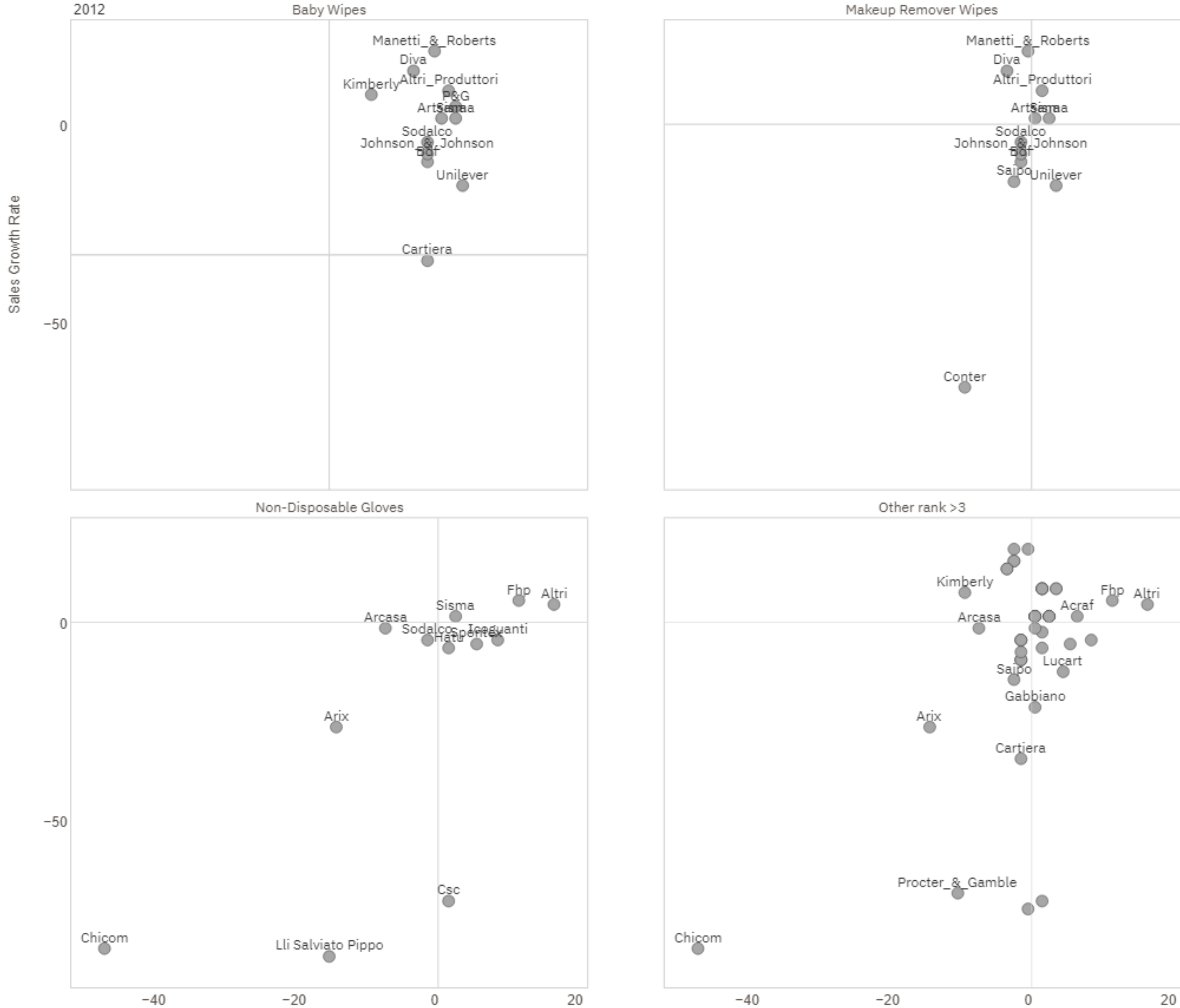

Wipes & Co
Sales Growth Rate, Unit Price Change in EUR aggregated by Company
2012
Kimberly
Fbp
Altri
Acraf
Arcasa
Sodalco
Hatu
Saipo
Gabbiano
Arix
Cartiera
Chicom
Lli Salviato Pippo
0
−50
−40
−20
0
20
Sales Growth Rate
Unit Price Change

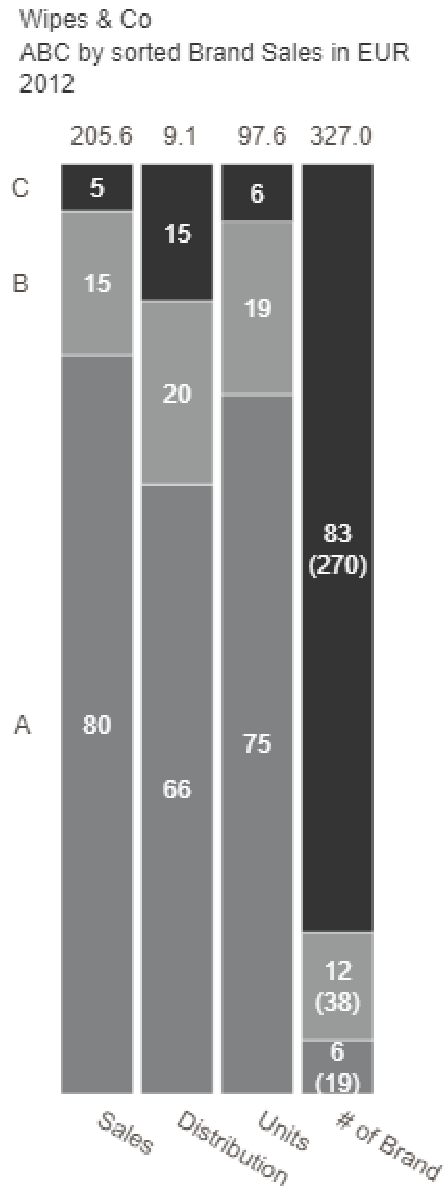
Unit Price Change

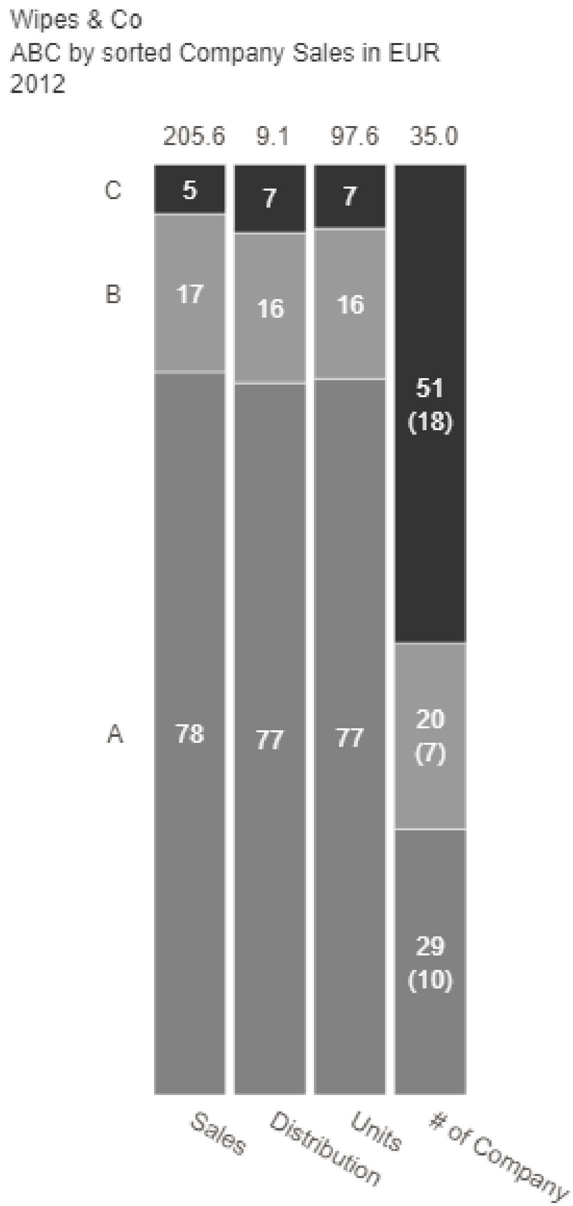
Wipes & Co

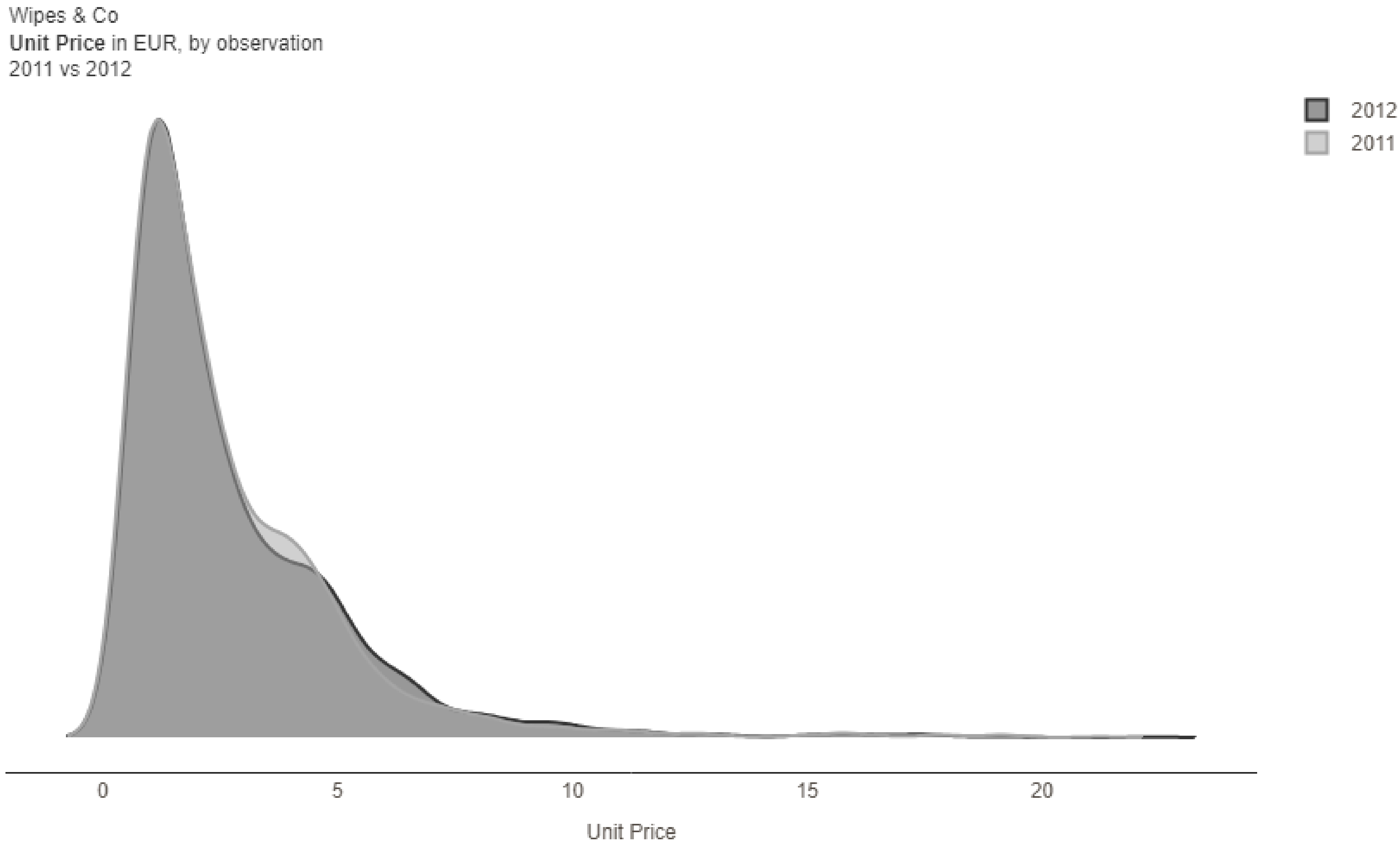
Sales Growth Rate, Unit Price Change in EUR aggregated by Company and Category

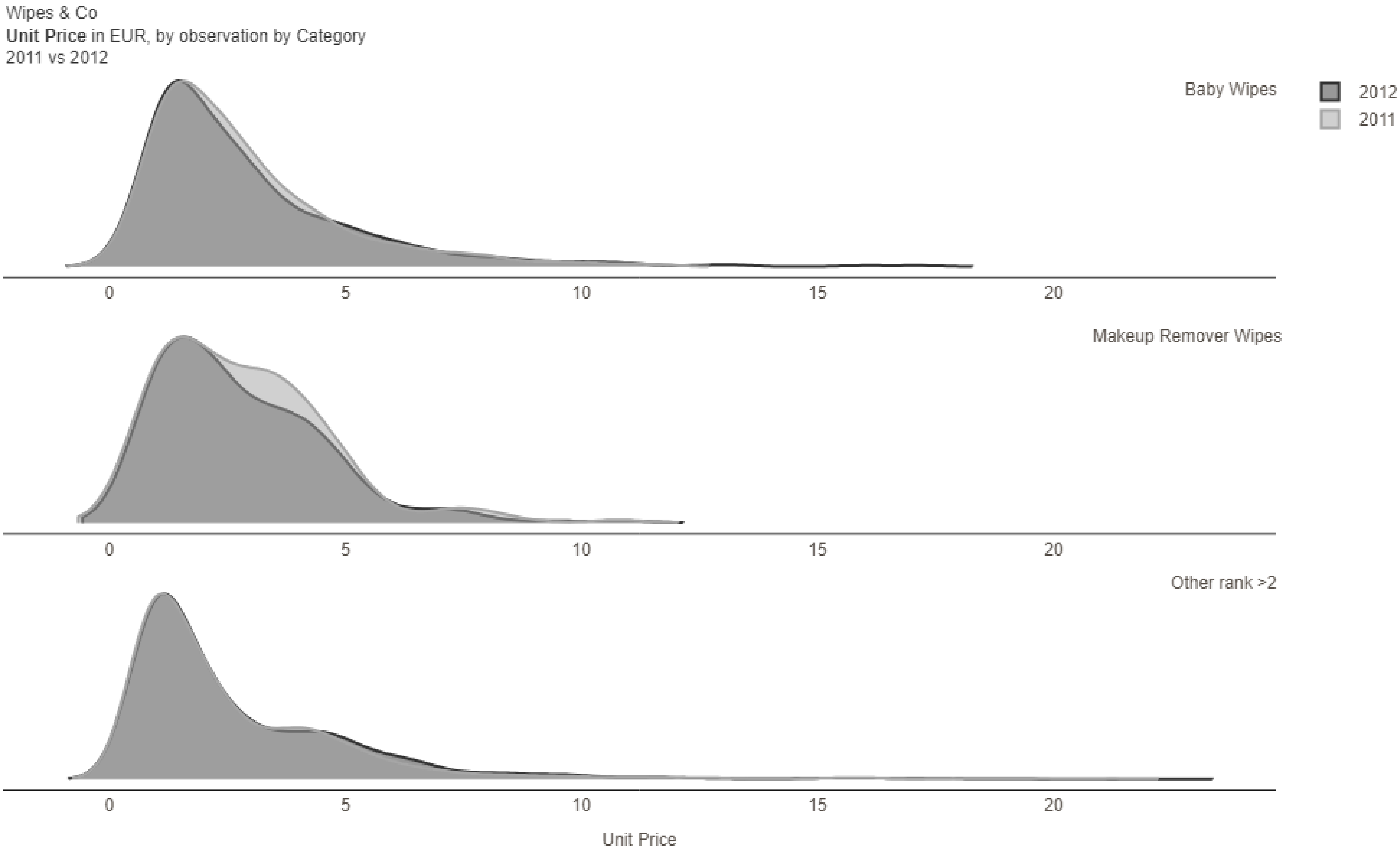
2012



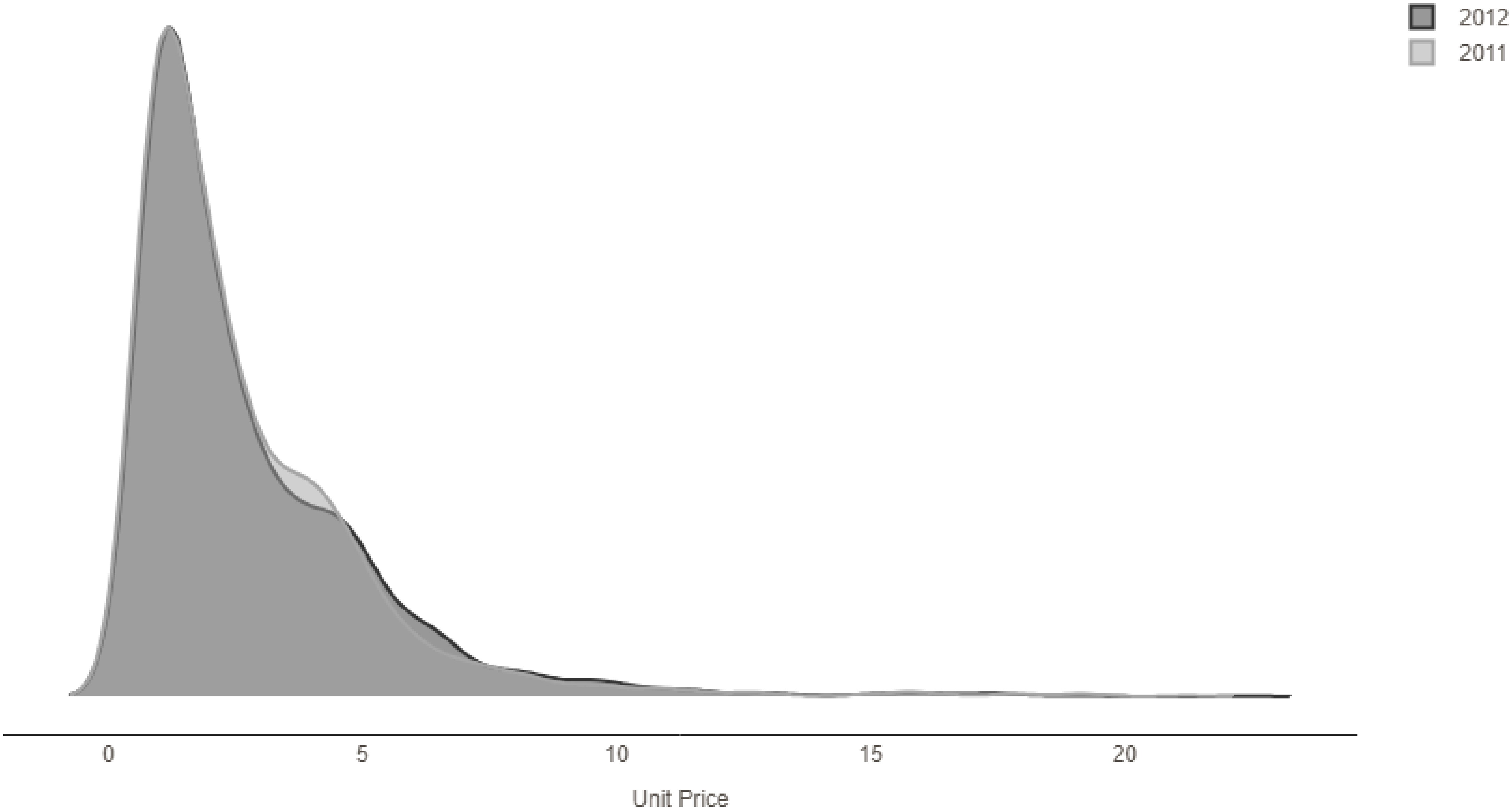

Wipes & Co
ABC by sorted Brand Sales in EUR
2012
205.6
9.1
97.6
327.0
C
B
A
5
15
80
15
20
66
6
19
75
83
(270)
12
(38)
6
(19)
Sales
Distribution
Units
# of Brand

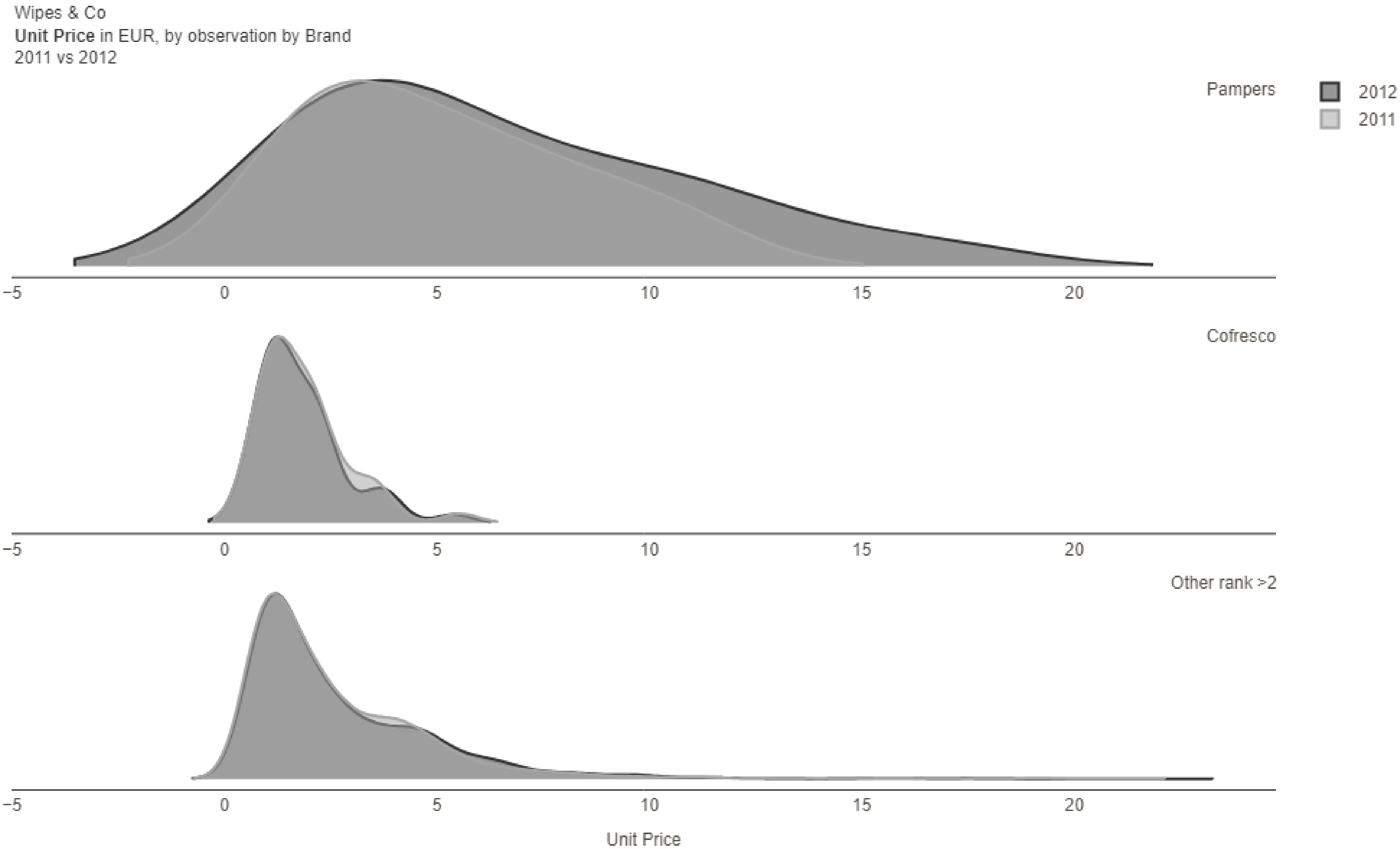

Wipes & Co
ABC by sorted Company Sales in EUR
2012
205.6
9.1
97.6
35.0
C
B
A
5
7
7
17
16
16
51
(18)
78
77
77
20
(7)
29
(10)
Sales
Distribution
Units
# of Company


Wipes & Co
Unit Price in EUR, by observation
2011 vs 2012
2012
2011
0
5
10
15
20
Unit Price


Wipes & Co
Unit Price in EUR, by observation by Category
2011 vs 2012
Baby Wipes
2012
2011
0
5
10
15
20
Makeup Remover Wipes
0
5
10
15
20
Other rank >2
0
5
10
15
20
Unit Price

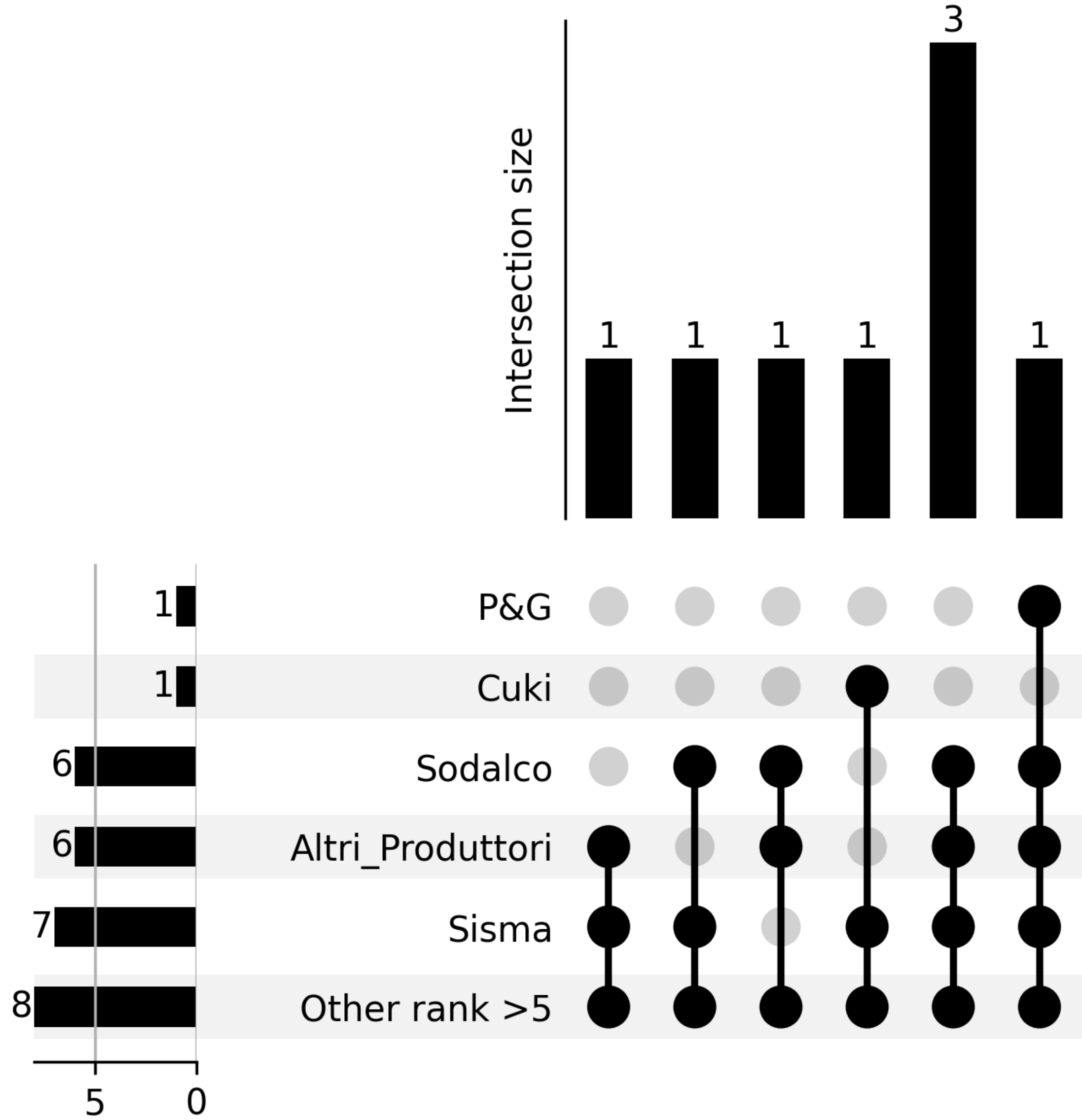
Wipes & Co
Unit Price in EUR, by observation
2011 vs 2012

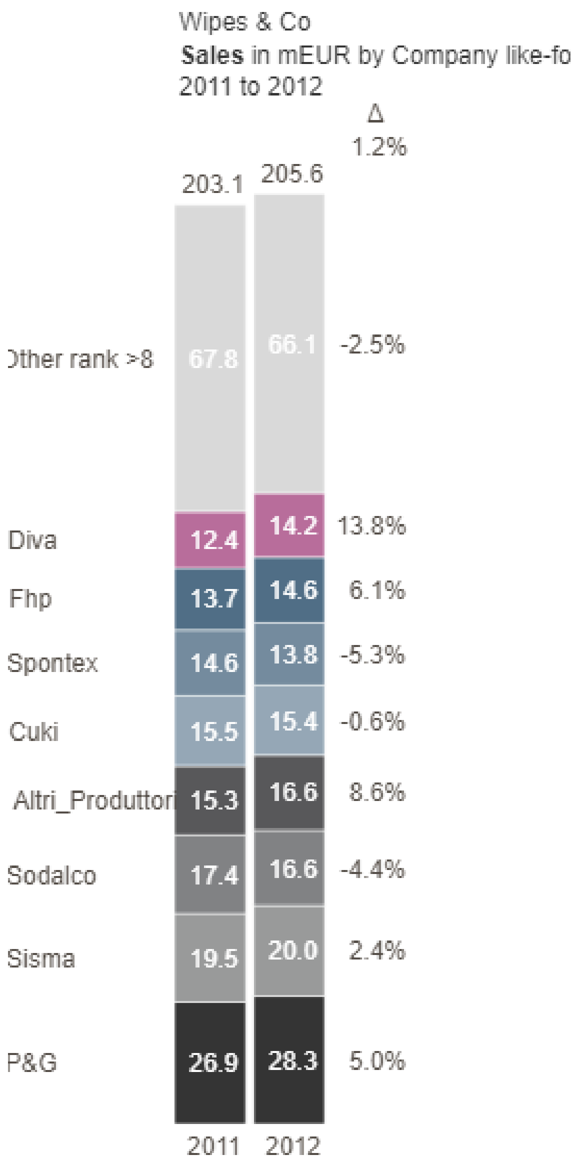




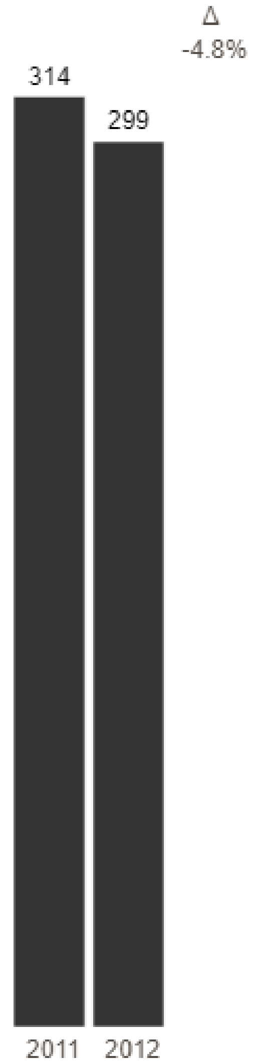
Wipes & Co
Unit Price in EUR, by observation by Brand
2011 vs 2012
Pampers
2012
2011
−5
0
5
10
15
20
Cofresco
−5
0
5
10
15
20
Other rank >2
−5
0
5
10
15
20
Unit Price

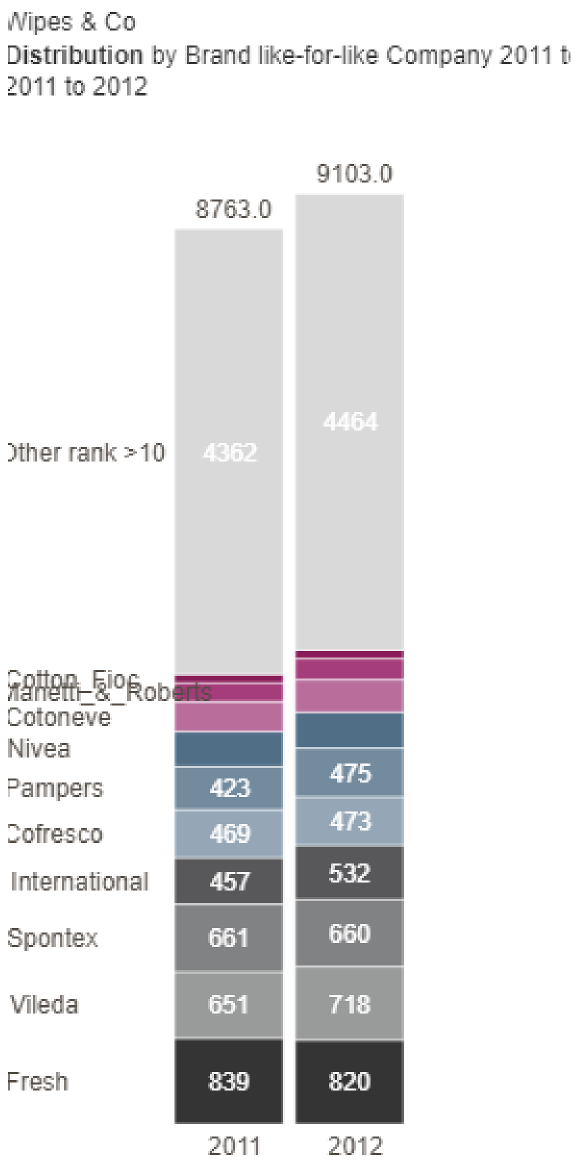
Wipes & Co
Company overlap by Category
2012




Wipes & Co
Sales in mEUR by Company like-fo
2011 to 2012
Δ
1.2%
203.1
205.6
Other rank >8
67.8
66.1
-2.5%
Diva
12.4
14.2
13.8%
Fhp
13.7
14.6
6.1%
Spontex
14.6
13.8
-5.3%
Cuki
15.5
15.4
-0.6%
Altri_Produttori
15.3
16.6
8.6%
Sodalco
17.4
16.6
-4.4%
Sisma
19.5
20.0
2.4%
P&G
26.9
28.3
5.0%
2011
2012

Wipes & Co
Units by Brand in k
2011 to 2012





Wipes & Co
Distribution by Brand like-for-like Company 2011 t
2011 to 2012
8763.0
9103.0
Other rank >10
4362
4464
Cotton_Fioc
Manetti_&_Roberts
Cotoneve
Nivea
Pampers
423
475
Cofresco
469
473
International
457
532
Spontex
661
660
Vileda
651
718
Fresh
839
820
2011
2012