

Home and Personal Care

Feb. 24th U.S. HPC scanned data: 4wk price and volume slows vs prior period

Industry Overview

Total HPC 4wk sales +1.3% through Feb. 24, -80bps MoM

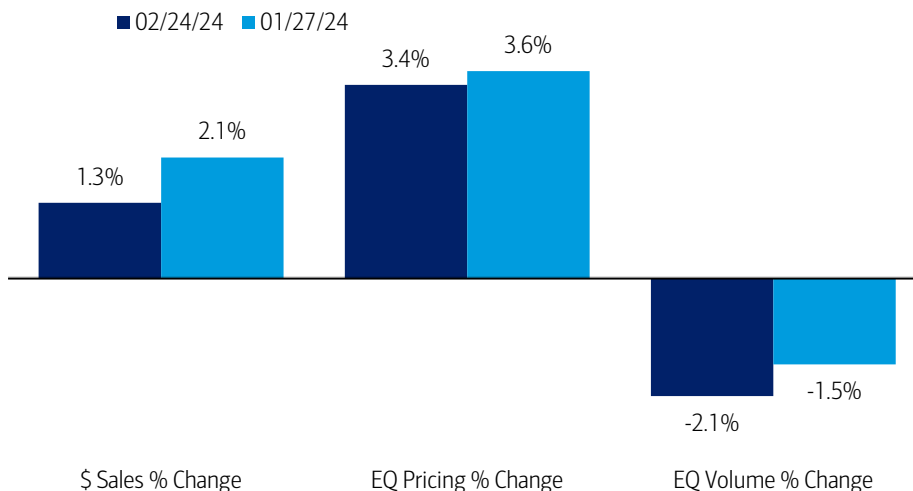
Total US Home and Personal Care (HPC) tracked channel sales grew +1.3% YoY in the 4 weeks (L4W) through Feb 24th, down -80bps from the prior 4wk growth of +1.3% YoY through Jan 27th. L4W EQ pricing across HPC was +3.4% YoY vs +3.6% in the prior 4wk period through 1/27. L4W volume declined -2.1% YoY vs -1.5% in the 1/27 period. The sequential volume weakness in the latest 4wk period is a reversal of what had been moderating volume declines over the last two months.

US HPC down -30bps MoM on flat volume

Weighted-average 4wk sales growth across the 16 staples names we track was +2.4% YoY driven by +3.4% growth in price offsetting -0.8% volume decline YoY. Compared to the 4wk data ended 1/27, sales growth in the 2/24 period **decelerated -30bps** as volume decline improved +30bps, offset by -50bps of sequential pricing moderation. CL sales growth of +4.6% YoY was +700bps inflection vs sales growth in the 1/27 period driven by oral care and household cleaners. CHD sales growth of +6.1% YoY improved +200bps vs last month. CLX sales decline of -3.6% was -90bps below the 1/27 growth rate. PG sales growth of +4.5% was slowed by a moderate -30bps vs last period as muted pricing outweighed volume improvement. KVUE's latest 4wk sales growth of -0.4% YoY reverted -140bps MoM after two months of sequential improvement. In SMID-cap Beauty, ELF sales growth of +26.6% YoY decelerated from +40.5% in the 1/27 period on weaker volume while COTY decline of -4.1% YoY improved +240bps MoM on better volume following a big decel in the prior period.

Exhibit 1: US total HPC category growth dynamics for the 4wks ending 2/24/24 vs. 1/27/24

HPC sales grew +1.3% L4W vs. +2.1% in the prior 4wk period



Source: NielsenIQ, BofA Global Research

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Jargon Buster:

HPC: Home & Personal Care
L4W/L12W: last 4/last 12 weeks
EQ: Equivalent Units

Ticker/Company

CHD: Church & Dwight
CL: Colgate-Palmolive
CLX: The Clorox Co.
COTY: Coty Inc.
ELF: ELF Cosmetics
ENR: Energizer Holdings
EPC: Edgewell Personal Care
HNST: The Honest Co.
KMB: Kimberly-Clark
KVUE: Kenvue Inc.
PG: Procter & Gamble
SPB: Spectrum Brands
UNLV: Unilever
HENK: Henkel
OR: L'Oréal
RB: Reckitt Benckiser
BEI: Beiersdorf

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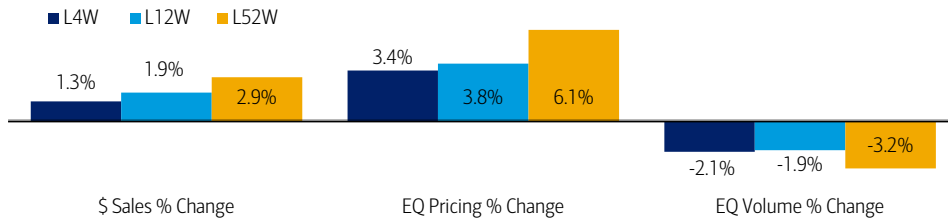
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U.S. Scanner Data Highlights

Exhibit 2: US total HPC category growth dynamics for the periods ending 02/24/24

HPC sales grew +1.3% L4W vs. +1.9% L12W



Source: NielsenIQ, BofA Global Research

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Exhibit 3: Sales Change Acceleration/Deceleration in L4W periods: 2/24 vs 1/27

L4W sales accelerated in 7 the 16 companies tracked below

L4W-ending	\$ % Chg YA			EQ % Chg YA			Avg EQ Price % Chg YA			% EQ Any Promo Chg YA		
	02/24/24	01/27/24	Accel./ (Decel.)	02/24/24	01/27/24	Accel./ (Decel.)	02/24/24	01/27/24	Accel./ (Decel.)	02/24/24	01/27/24	Accel./ (Decel.)
CHD	6.1%	4.1%	200 bps.	(0.6%)	(2.6%)	200 bps.	6.8%	6.8%	0 bps.	1.7%	(1.4%)	310 bps.
CL	4.6%	(2.4%)	700 bps.	3.9%	(5.1%)	900 bps.	0.6%	2.8%	(220) bps	2.4%	(0.4%)	280 bps.
CLX	(3.6%)	(2.7%)	(90) bps	(4.0%)	(5.5%)	150 bps.	0.4%	2.9%	(250) bps	(0.8%)	(2.2%)	140 bps.
COTY	(4.1%)	(6.5%)	240 bps.	(8.9%)	(12.0%)	310 bps.	5.3%	6.2%	(90) bps	(1.3%)	(2.1%)	80 bps.
ELF	26.6%	40.5%	(1,390) bps	28.6%	41.0%	(1,240) bps	(1.6%)	(0.4%)	(120) bps	(3.8%)	(5.3%)	150 bps.
ENR	(3.5%)	2.9%	(640) bps	(4.1%)	11.7%	(1,580) bps	0.6%	(7.9%)	850 bps.	(6.9%)	1.8%	(870) bps
EPC	(7.1%)	(5.8%)	(130) bps	(9.5%)	(6.9%)	(260) bps	2.7%	1.2%	150 bps.	(2.2%)	(0.7%)	(150) bps
HNST	6.7%	6.0%	70 bps.	19.3%	13.9%	540 bps.	(10.6%)	(7.0%)	(360) bps	1.1%	(5.2%)	630 bps.
KMB	0.2%	1.2%	(100) bps	(2.3%)	(1.3%)	(100) bps	2.6%	2.6%	0 bps.	1.9%	2.7%	(80) bps
KVUE	(0.4%)	1.0%	(140) bps	(7.3%)	(7.1%)	(20) bps	7.5%	8.7%	(120) bps	1.4%	0.4%	100 bps.
PG	4.5%	4.8%	(30) bps	1.2%	0.9%	30 bps.	3.3%	3.8%	(50) bps	2.3%	0.4%	190 bps.
UNLV	0.3%	(0.7%)	100 bps.	(1.2%)	(2.8%)	160 bps.	1.5%	2.1%	(60) bps	2.7%	(1.4%)	410 bps.
HENK	(4.3%)	(6.4%)	210 bps.	(11.9%)	(15.0%)	310 bps.	8.6%	10.2%	(160) bps	1.7%	(1.2%)	290 bps.
OR	0.4%	(0.2%)	60 bps.	(3.6%)	(6.3%)	270 bps.	4.1%	6.5%	(240) bps	1.5%	(1.8%)	330 bps.
RB	0.6%	2.5%	(190) bps	(4.5%)	(2.1%)	(240) bps	5.4%	4.7%	70 bps.	1.2%	2.5%	(130) bps
BEI	2.4%	17.6%	(1,520) bps	(6.4%)	0.5%	(690) bps	9.5%	17.0%	(750) bps	(3.9%)	(2.9%)	(100) bps
W. Avg	2.4%	2.7%	(30) bps	(0.8%)	(1.1%)	30 bps.	3.4%	3.9%	(50) bps	1.5%	0.0%	150 bps.

Source: NielsenIQ, BofA Global Research

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Exhibit 4: U.S. Scanned Channel Company dynamics

For periods ending 02/24/24

	\$ % Chg YA			EQ % Chg YA			Avg EQ Price % Chg YA			% EQ Any Promo Chg YA			Acceleration		Grew Vol. & Price?		
	L4W	L12W	L52W	L4W	L12W	L52W	L4W	L12W	L52W	L4W	L12W	L52W	L4W vs L12W	L4W vs L52 W	L4W	L12W	L52W
CHD	6.1%	5.0%	6.9%	(0.6%)	(2.5%)	(1.4%)	6.8%	7.7%	8.4%	1.7%	(1.4%)	(0.7%)	✓				
CL	4.6%	2.0%	0.7%	3.9%	(1.3%)	(6.8%)	0.6%	3.3%	8.0%	2.4%	(0.1%)	(2.4%)	✓	✓	✓		
CLX	(3.6%)	(2.9%)	(0.8%)	(4.0%)	(5.2%)	(8.7%)	0.4%	2.4%	8.6%	(0.8%)	(2.5%)	(0.3%)					
COTY	(4.1%)	(2.8%)	(0.4%)	(8.9%)	(8.4%)	(8.6%)	5.3%	6.2%	8.9%	(1.3%)	(1.5%)	(0.7%)					
ELF	26.6%	39.3%	51.2%	28.6%	39.3%	53.8%	(1.6%)	(0.0%)	(1.7%)	(3.8%)	(4.3%)	(1.2%)					
ENR	(3.5%)	(2.8%)	(1.0%)	(4.1%)	(0.1%)	(5.1%)	0.6%	(2.8%)	4.3%	(6.9%)	(6.5%)	(4.2%)					
EPC	(7.1%)	(4.3%)	1.1%	(9.5%)	(6.9%)	(5.5%)	2.7%	2.8%	7.0%	(2.2%)	(1.7%)	(0.5%)					
HNST	6.7%	7.2%	19.4%	19.3%	13.8%	28.2%	(10.6%)	(5.8%)	(6.9%)	1.1%	(2.7%)	(2.4%)					
KMB	0.2%	0.7%	1.9%	(2.3%)	(1.8%)	(2.2%)	2.6%	2.6%	4.2%	1.9%	2.8%	1.3%					
KVUE	(0.4%)	0.3%	1.3%	(7.3%)	(7.2%)	(7.1%)	7.5%	8.0%	9.1%	1.4%	0.6%	(0.9%)					
PG	4.5%	4.7%	5.6%	1.2%	0.8%	(0.7%)	3.3%	3.9%	6.3%	2.3%	0.6%	0.0%			✓	✓	
UNLV	0.3%	0.3%	2.4%	(1.2%)	(1.4%)	(1.2%)	1.5%	1.8%	3.6%	2.7%	(1.1%)	0.3%					
HENK	(4.3%)	(3.6%)	(0.5%)	(11.9%)	(12.0%)	(10.8%)	8.6%	9.6%	11.6%	1.7%	1.6%	(0.2%)					
OR	0.4%	2.7%	7.4%	(3.6%)	(3.0%)	(0.5%)	4.1%	5.9%	7.9%	1.5%	(0.4%)	(0.6%)					
RB	0.6%	(0.8%)	(0.9%)	(4.5%)	(6.0%)	(9.6%)	5.4%	5.5%	9.7%	1.2%	1.0%	0.2%	✓	✓			
BEI	2.4%	8.9%	11.0%	(6.4%)	(3.5%)	(0.7%)	9.5%	12.8%	11.9%	(3.9%)	(4.0%)	(2.9%)					

Source: NielsenIQ, BofA Global Research

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Select U.S. Company Data

Exhibit 5: Church & Dwight US Scanned channel highlights

For the periods ending February 24

Period ending: 02/24/24	Dollar Sales - %Chg vs. YAG			Dollar Share - Pt. Chg vs. YAG			EQ Units Sales - %Chg vs. YAG			Avg. EQ Unit Price - % Chg vs. YAG			% Sold on Promo EQ Units - Pt. Chg vs. YAG		
	L4W	L12W	L52W	L4W	L12W	L52W	L4W	L12W	L52W	L4W	L12W	L52W	L4W	L12W	L52W
Sorted Desc By \$ Sales For Latest 52 WE															
CHURCH & DWIGHT COMPANY, INC.	6.1	5.0	6.9	0.2	0.1	0.3	(0.6)	(2.5)	(1.4)	6.8	7.7	8.4	1.7	(1.4)	(0.7)
LAUNDRY DETERGENT-LIQUID HD	(1.9)	(4.3)	(0.0)	(0.9)	(1.2)	(0.5)	(17.0)	(19.9)	(18.1)	18.5	20.0	22.2	5.4	0.4	(1.1)
CAT/DOG LITTER	8.1	5.6	11.3	0.5	(0.0)	0.2	2.1	(1.0)	2.1	5.9	6.7	9.1	1.5	(1.1)	0.9
CONTRACEPTIVES	(1.3)	(2.1)	(0.1)	(0.8)	(1.0)	(0.5)	(5.0)	(5.7)	(2.8)	3.9	3.7	2.7	(2.0)	(1.5)	0.2
STAIN REMOVERS	5.6	5.5	5.3	1.3	0.9	(0.2)	4.1	3.3	(2.8)	1.3	1.8	8.3	3.1	1.3	(0.1)
MOUTHWASH	59.3	62.7	75.8	4.7	4.9	5.2	55.1	58.4	71.4	2.5	2.7	2.5	(2.7)	(8.0)	(5.9)
COUGH & COLD REMEDIES	6.1	3.5	(0.1)	0.0	(0.0)	0.0	6.7	2.9	(3.0)	(0.6)	0.6	3.0	3.9	(3.5)	(1.0)
SHAMPOO	17.6	20.7	15.5	0.7	0.7	0.4	(9.6)	(17.5)	(22.7)	30.2	46.3	49.4	0.9	0.9	(4.2)
TOOTHPASTE	2.3	3.6	5.3	(0.1)	(0.1)	(0.1)	(4.8)	(4.2)	(3.2)	7.4	8.2	8.9	(4.9)	(7.5)	(0.4)
DETERGENTS-BOOSTERS	11.7	7.6	9.3	0.8	0.5	0.4	13.6	7.0	8.6	(1.6)	0.5	0.5	12.5	4.9	(1.2)
ORAL TREATMENTS	(4.9)	(6.3)	(3.1)	(0.1)	(1.2)	(0.4)	(8.2)	(10.8)	(8.5)	3.6	5.1	5.9	(7.4)	(13.2)	(5.9)
FAMILY PLANNING & OVULATION KITS	(10.9)	(13.8)	(15.5)	(1.9)	(2.9)	(2.8)	(4.3)	(8.3)	(10.5)	(6.9)	(6.0)	(5.7)	0.8	(2.2)	(2.6)
BAKING SODA	18.5	21.4	25.6	(2.6)	(2.6)	(0.7)	(1.1)	0.3	12.8	19.9	21.1	11.4	(0.9)	(1.5)	3.0
DENTAL FLOSS	(4.8)	(11.5)	(9.5)	(0.9)	(1.8)	(1.8)	(16.2)	(26.1)	(21.0)	13.7	19.7	14.5	(1.9)	(8.4)	(4.4)
POWER TOOTHBRUSHES	(3.9)	(2.2)	(2.3)	0.0	(0.2)	(0.3)	(7.3)	(4.5)	(3.1)	3.7	2.4	0.8	(3.0)	(3.7)	0.7
DEPILATORIES	(11.1)	(8.8)	(4.7)	(0.3)	(0.0)	(2.7)	(9.6)	(8.4)	(5.7)	(1.7)	(0.5)	1.0	7.3	(6.7)	(5.7)
DEODORANT	(1.8)	(2.8)	0.7	(0.2)	(0.1)	(0.1)	(5.2)	(6.9)	(3.9)	3.6	4.4	4.9	0.4	(0.4)	0.7
LAUNDRY DETERGENT-UNIT DOSE	33.6	28.8	25.9	0.9	0.8	0.6	32.8	27.3	21.9	0.5	1.0	2.9	5.4	2.5	5.7
BATHROOM SURFACE & TILE CLEANERS	(6.4)	(3.7)	1.0	(1.1)	(0.7)	(0.6)	(13.6)	(13.5)	(12.5)	8.1	11.3	15.6	12.7	10.5	8.2
RUG & ROOM DEODORIZERS	28.0	32.0	37.8	3.5	12.2	21.8	0.7	2.8	11.8	27.1	29.0	23.5	4.9	2.4	0.9
RAZOR TRIMMER	(34.6)	(41.4)	(32.2)	(1.9)	(2.4)	(2.0)	(35.1)	(44.5)	(31.3)	0.8	5.4	(1.3)	(3.5)	(15.2)	1.1
LUBRICANTS	(19.6)	(15.3)	(11.1)	(2.9)	(2.1)	(1.4)	(28.7)	(19.0)	(14.3)	12.8	4.6	3.8	(8.5)	(8.1)	0.0
LAUNDRY DETERGENT-PACKAGED	117.2	114.6	109.4	4.6	4.5	4.4	17.9	16.8	15.6	84.2	84.2	81.6	2.4	(0.4)	(1.2)
FABRIC SOFTENERS-DRY	11.4	11.8	26.0	0.3	0.3	0.4	8.6	8.7	16.6	2.9	3.0	9.4	(3.2)	(4.4)	(6.0)
ORAL CARE COMBINATION TREATMENTS AND PROGRAMS	(17.3)	(31.3)	(15.1)	(2.9)	(8.2)	(5.9)	(9.2)	(23.1)	(11.4)	(8.8)	(10.6)	(4.2)	(3.8)	(12.6)	(7.0)
FLOOR CARE CLEANERS	(22.4)	(8.2)	(3.0)	(0.0)	(0.0)	(0.0)	(18.6)	(4.2)	(17.3)	(4.7)	(4.1)	17.3	(0.7)	1.2	(31.6)

Source: Nielsen

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Exhibit 6: Clorox US Scanned channel highlights

For the periods ending February 24

Period ending: 02/24/24	Dollar Sales - %Chg vs. YAG			Dollar Share - Pt. Chg vs. YAG			EQ Units Sales - %Chg vs. YAG			Avg. EQ Unit Price - % Chg vs. YAG			% Sold on Promo EQ Units - Pt. Chg vs. YAG		
Sorted Desc By \$ Sales For Latest 52 WE	L4W	L12W	L52W	L4W	L12W	L52W	L4W	L12W	L52W	L4W	L12W	L52W	L4W	L12W	L52W
THE CLOROX COMPANY	(3.6)	(2.9)	(0.8)	(0.8)	(0.9)	(1.2)	(4.0)	(5.2)	(8.7)	0.4	2.4	8.6	(0.8)	(2.5)	(0.3)
GARBAGE & LAWN BAGS	(7.6)	(9.0)	(5.7)	(1.8)	(2.2)	(1.6)	(11.1)	(13.1)	(14.9)	4.0	4.6	10.8	(6.8)	(3.8)	1.3
SALAD DRESSING-LIQUID	(1.5)	0.4	3.4	(0.9)	(0.6)	(1.0)	(2.5)	(2.9)	(6.5)	1.0	3.3	10.6	0.6	(2.1)	0.4
CAT/DOG LITTER	(4.7)	(7.5)	(0.8)	(2.0)	(2.5)	(2.1)	(6.1)	(12.4)	(11.3)	1.4	5.6	11.9	(2.4)	(8.4)	0.4
BLEACH	(0.5)	(0.9)	0.1	1.1	(0.1)	(2.5)	(1.3)	(4.0)	(13.1)	1.4	2.9	14.5	2.1	(2.2)	(4.4)
CHARCOAL	3.3	0.9	2.5	(0.0)	(1.1)	(1.4)	5.0	(0.6)	(4.9)	(1.6)	1.5	7.7	4.1	5.1	3.4
HOUSEHOLD CLEANERS-MULTI PURPOSE	(5.3)	3.2	5.6	(2.7)	(0.4)	(0.8)	(2.2)	3.8	(3.6)	(3.2)	(0.6)	9.6	(0.2)	(4.4)	(2.4)
TOILET BOWL CLEANERS	(0.0)	1.9	1.1	(1.3)	(1.3)	(2.8)	(4.5)	(3.3)	(12.4)	4.7	5.5	15.4	1.4	(0.7)	0.7
WATER FILTERS	(5.7)	(5.6)	(0.9)	0.1	(0.1)	0.1	(6.6)	(5.8)	(7.2)	1.0	0.3	6.7	1.3	0.2	1.6
PRE-MOISTENED CLEANING WIPES	(2.0)	(0.1)	(3.7)	0.3	1.1	0.7	(0.1)	(0.8)	(9.1)	(1.9)	0.7	5.9	(4.2)	(7.8)	(11.2)
DETERGENTS-BOOSTERS	6.8	11.9	10.9	0.4	0.7	0.4	4.6	7.2	(1.4)	2.4	4.3	12.1	1.1	(0.1)	1.4
BATHROOM SURFACE & TILE CLEANERS	3.1	3.2	6.9	0.4	0.5	0.3	2.1	(0.7)	(7.3)	1.2	4.2	15.2	(4.9)	(10.5)	(4.6)
PLASTIC WRAPS	0.4	(1.0)	(4.3)	1.2	(0.6)	(3.0)	(6.6)	(10.2)	(16.6)	8.0	8.0	12.5	0.3	(0.4)	2.3
DRAIN CLEANERS	(13.3)	(14.9)	(15.3)	(2.8)	(3.2)	(3.7)	(16.5)	(19.8)	(27.6)	3.9	5.9	16.7	9.3	(2.4)	0.7
FACE CLEANSERS, CREAMS & LOTIONS	(19.1)	(18.0)	(18.6)	(0.3)	(0.3)	(0.4)	(22.6)	(19.6)	(18.6)	4.5	2.0	0.0	(10.8)	(4.7)	(2.0)
COOKING STORAGE BAGS	(23.0)	(30.0)	(23.4)	(0.5)	(0.6)	(0.5)	(23.2)	(31.8)	(23.8)	0.0	3.5	1.7	(2.5)	(8.4)	(1.3)
HOUSEHOLD SPONGES/CLOTHS & SCOURING PADS	(3.7)	(3.3)	(1.7)	(0.2)	(0.2)	(0.2)	(7.6)	(7.4)	(16.0)	4.1	4.4	17.0	(2.9)	0.2	(1.5)
COSMETICS-LIPSTICK	(18.7)	(18.3)	(9.7)	(0.9)	(1.1)	(0.6)	(19.2)	(17.1)	(6.5)	0.7	(1.4)	(3.4)	1.6	(2.8)	(2.7)
HAND & BODY LOTIONS	(21.6)	(4.0)	(4.9)	(0.2)	(0.1)	(0.1)	(31.5)	(19.7)	(17.7)	14.5	19.5	15.5	4.4	5.6	3.7
BARBECUE SAUCES	(8.1)	(7.2)	(9.1)	(0.2)	(0.2)	(0.3)	(7.8)	(7.0)	(9.4)	(0.3)	(0.2)	0.3	0.1	0.3	(0.6)
BABY BATH & SKIN	(46.1)	(50.2)	(33.1)	(0.5)	(0.6)	(0.5)	(43.3)	(46.3)	(31.1)	(5.0)	(7.2)	(2.9)	(3.5)	(4.9)	(1.4)
MARINADE	(14.7)	(17.8)	(23.5)	(0.3)	(0.4)	(0.6)	(13.1)	(16.3)	(22.0)	(1.8)	(1.8)	(1.9)	0.2	0.3	(0.4)
HBC COMBINATION PACKS	(51.5)	(67.1)	(50.1)	(1.5)	(1.2)	(1.0)	(56.2)	(78.6)	(63.0)	10.7	53.7	34.7	5.4	(22.0)	(20.1)
STAIN REMOVERS	(25.0)	(48.2)	(24.0)	(0.0)	(0.1)	(0.0)	(38.3)	(57.6)	(34.9)	22.3	22.8	17.8	23.6	10.1	(0.8)
AEROSOL DISINFECTANTS	(86.9)	(80.7)	(86.0)	(0.0)	(0.0)	(0.1)	(89.5)	(87.6)	(84.3)	24.6	55.3	(10.6)	21.0	6.9	(23.4)
DISPOSABLE FOOD CONTAINERS	(48.2)	(9.1)	(12.7)	(0.0)	0.0	(0.0)	(42.0)	(9.0)	(4.0)	(10.6)	0.0	(8.9)	14.0	24.9	26.6

Source: Nielsen

BofA GLOBAL RESEARCH

Exhibit 7: Coty US Scanned channel highlights

For the periods ending February 24

Period ending: 02/24/24	Dollar Sales - %Chg vs. YAG			Dollar Share - Pt. Chg vs. YAG			EQ Units Sales - %Chg vs. YAG			Avg. EQ Unit Price - % Chg vs. YAG			% Sold on Promo EQ Units - Pt. Chg vs. YAG		
Sorted Desc By \$ Sales For Latest 52 WE	L4W	L12W	L52W	L4W	L12W	L52W	L4W	L12W	L52W	L4W	L12W	L52W	L4W	L12W	L52W
COTY INC	(4.1)	(2.8)	(0.4)	(0.2)	(0.4)	(0.5)	(8.9)	(8.4)	(8.6)	5.3	6.2	8.9	(1.3)	(1.5)	(0.7)
COSMETICS-FACIAL	(0.4)	(0.7)	(1.3)	0.4	(0.6)	(1.9)	(4.7)	(6.5)	(11.0)	4.5	6.2	10.9	1.3	(0.0)	1.0
COSMETICS-EYE	(10.6)	(9.1)	(5.4)	(0.4)	(0.5)	(0.7)	(18.7)	(15.8)	(13.5)	10.0	7.9	9.4	(2.5)	(1.3)	(0.9)
COSMETICS-NAIL POLISH	(3.2)	(0.0)	1.0	0.6	1.2	1.9	(9.3)	(7.9)	(7.6)	6.7	8.6	9.3	(6.3)	(3.8)	(1.7)
COSMETICS-LIPSTICK	0.7	11.2	18.7	(0.8)	0.1	0.8	(3.6)	2.3	8.2	4.5	8.7	9.7	0.7	(1.0)	(1.3)
COLOGNE & PERFUME-MEN'S	0.2	(8.9)	(5.5)	(0.9)	(2.2)	(1.7)	(1.6)	(17.2)	(11.7)	1.9	10.0	7.0	(2.1)	(11.0)	(4.9)
NAIL TREATMENTS	0.2	2.9	3.1	(5.4)	(4.4)	(4.0)	(2.0)	(2.4)	(4.9)	2.3	5.4	8.4	0.7	1.3	(3.3)
COLOGNE & PERFUME-WOMEN'S	0.9	(0.6)	(5.4)	(0.9)	(1.1)	(2.0)	(7.4)	(4.3)	(9.0)	9.0	3.9	3.9	0.6	1.7	0.4
DEPILATORIES	(25.2)	(23.9)	(15.1)	(2.0)	(2.2)	(2.0)	(23.4)	(20.8)	(13.3)	(2.3)	(3.9)	(2.1)	0.9	4.0	2.5
DEODORANT	(6.6)	9.2	(1.3)	(0.0)	0.0	(0.0)	(16.4)	(14.7)	(16.7)	11.7	28.1	18.5	0.4	3.1	1.4
SUNTAN PREPS	(18.3)	(12.6)	(4.0)	(0.1)	(0.1)	(0.0)	(3.9)	(2.0)	(0.1)	(14.9)	(10.8)	(3.8)	30.7	15.2	2.3
AFTER SHAVE COSMETICS	(17.7)	(15.1)	4.6	(0.7)	(0.8)	0.0	(13.2)	(14.1)	0.1	(5.2)	(1.2)	4.5	2.4	9.1	4.8
NAIL KITS/SETS	4.9	(5.5)	(17.8)	0.1	0.5	(1.1)	(7.6)	(18.0)	(27.8)	13.6	15.2	13.9	9.9	9.8	(1.9)
COSMETICS-NAIL POLISH REMOVER	116.9	87.3	(13.5)	0.2	0.2	(0.0)	174.0	78.5	(21.0)	(20.8)	4.9	9.5	(21.8)	(42.3)	(15.1)

Source: Nielsen

BofA GLOBAL RESEARCH

Exhibit 8: CL US Scanned channel highlights

For the periods ending February 24

Period ending: 02/24/24	Dollar Sales - %Chg vs. YAG			Dollar Share - Pt. Chg vs. YAG			EQ Units Sales - %Chg vs. YAG			Avg. EQ Unit Price - % Chg vs. YAG			% Sold on Promo EQ Units - Pt. Chg vs. YAG		
Sorted Desc By \$ Sales For Latest 52 WE	L4W	L12W	L52W	L4W	L12W	L52W	L4W	L12W	L52W	L4W	L12W	L52W	L4W	L12W	L52W
COLGATE-PALMOLIVE COMPANY	4.6	2.0	0.7	0.1	(0.4)	(1.0)	3.9	(1.3)	(6.8)	0.6	3.3	8.0	2.4	(0.1)	(2.4)
Toothpaste	4.8	6.2	5.1	(0.1)	(0.2)	(1.0)	2.9	1.5	(3.1)	1.7	4.5	8.4	(0.8)	(4.9)	(4.9)
Dish Soap-Light Duty	(12.3)	(13.4)	(7.4)	(3.4)	(3.4)	(2.8)	(11.6)	(13.1)	(13.9)	(1.0)	0.0	7.6	12.0	7.5	(0.2)
Manual Toothbrushes	4.2	4.4	2.8	0.5	0.5	(0.2)	14.5	12.5	5.3	(9.0)	(7.2)	(2.4)	2.0	(2.0)	(3.2)
Hand Soap	(0.1)	(3.5)	(5.1)	(0.9)	(1.7)	(2.5)	(3.2)	(5.0)	(12.0)	3.2	1.3	7.6	7.1	8.2	3.4
Fabric Softeners-Liquid	(2.6)	(4.0)	(5.0)	(0.6)	(0.8)	(1.0)	(10.2)	(12.4)	(15.2)	9.2	9.2	11.3	7.5	2.3	(1.7)
Household Cleaners-Multi Purpose	118.2	26.3	6.4	7.9	2.4	(0.3)	51.2	(2.8)	(19.6)	44.3	29.9	32.3	(3.0)	0.2	(2.1)
Body Wash	(4.9)	0.4	(4.9)	(0.6)	(0.6)	(0.9)	(4.3)	(3.9)	(11.7)	(0.4)	4.5	7.7	3.9	5.5	4.2
Soap-Bar	(1.9)	(1.2)	3.7	(0.5)	(0.5)	(0.5)	(4.4)	(3.6)	(7.4)	2.5	2.4	11.7	(0.5)	(1.7)	(6.1)
Deodorant	(10.0)	(6.4)	(3.6)	(0.4)	(0.3)	(0.3)	(14.6)	(11.9)	(14.6)	5.4	6.3	12.9	0.4	6.4	(0.9)
Power Toothbrushes	3.1	7.5	6.5	0.6	0.6	0.5	2.1	5.0	5.4	1.0	2.4	1.0	(0.2)	(1.6)	(2.6)
Mouthwash	10.0	14.3	9.2	(0.1)	0.0	(0.1)	10.5	15.4	4.4	(0.8)	(0.8)	4.8	7.9	2.8	(3.4)
Oral Treatments	13.6	17.1	12.6	0.9	0.8	0.7	1.9	3.7	2.2	11.4	13.0	10.3	(5.7)	(11.8)	(6.6)
Fabric Softeners-Dry	11.7	5.4	1.2	0.4	0.2	0.1	11.0	5.5	1.8	0.0	0.0	0.0	8.0	6.6	5.2
Abrasive Cleaners	(17.4)	(20.1)	(22.2)	(2.1)	(2.2)	(2.6)	(32.1)	(35.6)	(37.2)	19.6	23.6	24.5	6.1	(1.6)	(12.2)
Oral Care Combination Treatments And Programs	(70.5)	(5.3)	(14.6)	(2.3)	(0.5)	(3.1)	(17.8)	(4.3)	(19.8)	(64.2)	(1.0)	6.5	9.4	6.7	9.7
After Shave Cosmetics	8.6	9.1	12.3	0.4	0.3	0.4	(13.4)	(13.4)	(7.2)	25.3	25.9	20.9	0.1	0.1	(0.4)
Detergent-Dish-Automatic	(98.3)	(98.9)	(95.8)	(0.2)	(0.4)	(0.5)	(98.7)	(99.1)	(96.4)	28.9	28.8	16.3	(53.9)	(12.7)	8.1

Source: NielsenIQ

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Exhibit 9: ELF Cosmetics US Scanned channel highlights

For the periods ending February 24

Period ending: 02/24/24	Dollar Sales - %Chg vs. YAG			Dollar Share - Pt. Chg vs. YAG			EQ Units Sales - %Chg vs. YAG			Avg. EQ Unit Price - % Chg vs. YAG			% Sold on Promo EQ Units - Pt. Chg vs. YAG		
Sorted Desc By \$ Sales For Latest 52 WE	L4W	L12W	L52W	L4W	L12W	L52W	L4W	L12W	L52W	L4W	L12W	L52W	L4W	L12W	L52W
E.L.F. COSMETICS INC	26.6	39.3	51.2	4.1	4.7	4.8	28.6	39.3	53.8	(1.6)	(0.0)	(1.7)	(3.8)	(4.3)	(1.2)
Cosmetics-Facial	24.8	42.7	73.1	5.2	6.1	7.0	17.0	32.9	68.9	6.7	7.3	2.5	(7.5)	(6.4)	(1.2)
Cosmetics-Eye	14.4	19.2	21.7	1.4	1.5	1.2	10.8	22.3	33.7	3.3	(2.5)	(9.0)	(2.1)	(3.7)	(1.5)
Cosmetic Implements	(3.3)	9.6	21.1	2.1	4.3	4.6	(2.3)	11.6	23.3	(1.0)	(1.8)	(1.8)	(1.9)	(3.5)	(1.5)
Face Cleansers, Cremes & Lotions	25.9	50.3	66.8	0.2	0.4	0.4	31.9	51.5	57.6	(4.6)	(0.8)	5.8	2.2	(2.8)	(2.3)
Cosmetics-Lipstick	196.8	194.8	91.7	7.3	6.0	2.4	140.0	131.3	58.1	23.7	27.4	21.3	4.1	2.9	1.9

Source: NielsenIQ

BofA GLOBAL RESEARCH

Exhibit 10: The Honest Company US Scanned channel highlights

For the periods ending February 24

Period ending: 02/24/24	Dollar Sales - %Chg vs. YAG			Dollar Share - Pt. Chg vs. YAG			EQ Units Sales - %Chg vs. YAG			Avg. EQ Unit Price - % Chg vs. YAG			% Sold on Promo EQ Units - Pt. Chg vs. YAG		
Sorted Desc By \$ Sales For Latest 52 WE	L4W	L12W	L52W	L4W	L12W	L52W	L4W	L12W	L52W	L4W	L12W	L52W	L4W	L12W	L52W
THE HONEST COMPANY INC	6.7	7.2	19.4	0.1	0.0	0.2	19.3	13.8	28.2	(10.6)	(5.8)	(6.9)	1.1	(2.7)	(2.4)
Diapers-Disposable	2.1	(0.1)	16.6	0.0	(0.0)	0.3	(4.3)	(6.7)	13.7	6.8	7.0	2.4	9.5	(0.9)	(4.2)
Baby Wipe	15.3	12.8	27.8	0.3	0.2	0.4	12.6	9.3	22.3	2.9	2.9	4.5	(1.4)	(4.5)	(0.1)
Bath & Shower Wipes	(9.7)	(6.3)	58.6	(0.2)	(0.0)	1.6	(6.3)	(1.9)	47.2	(3.3)	(4.1)	7.5	27.8	28.2	7.5
Hand & Body Lotions	(23.9)	(19.1)	(6.6)	(0.1)	(0.1)	(0.0)	(44.2)	(33.0)	(12.4)	36.3	20.8	6.6	(24.0)	(12.2)	(0.2)
Face Cleansers, Cremes & Lotions	(7.3)	9.2	35.9	(0.0)	0.0	0.0	(26.7)	(13.1)	13.4	26.5	25.6	19.9	(17.5)	(11.8)	(9.2)
Creme Rinses & Conditioners	12.5	17.6	21.8	0.0	0.1	0.1	0.8	7.9	13.9	11.5	9.1	6.9	(22.4)	(7.1)	(2.0)
Cosmetics-Eye	(18.7)	(21.8)	(24.2)	(0.0)	(0.0)	(0.0)	(28.4)	(27.7)	(28.4)	13.5	8.2	5.9	2.1	(8.0)	(10.4)
Cosmetics-Facial	(26.8)	(32.1)	(30.6)	(0.0)	(0.0)	(0.0)	(61.8)	(60.6)	(50.3)	91.5	72.5	39.7	(36.0)	(32.8)	(14.0)
Laundry Detergent-Total	(56.5)	(37.8)	(6.9)	(0.0)	(0.0)	(0.0)	(55.5)	(37.6)	(9.6)	(2.2)	(0.3)	3.0	3.5	8.6	7.1
Hbc Combination Packs	279.3	231.0	357.3	2.1	0.4	0.7	1946.6	1472.5	1991.2	(81.5)	(78.9)	(78.1)	(20.4)	(25.3)	(20.7)
Body Wash	220.9	236.7	477.5	0.1	0.1	0.0	172.1	189.0	409.3	18.0	16.6	13.4	(9.2)	(9.5)	(5.6)
Cosmetics-Lipstick	(92.4)	(87.5)	(25.6)	(0.0)	(0.0)	(0.0)	(92.9)	(62.3)	(17.8)	7.6	(66.9)	(9.5)	(10.8)	7.5	4.1
Household Cleaners-Multi Purpose	(99.0)	(95.7)	(84.3)	(0.0)	(0.0)	(0.0)	(99.1)	(95.2)	(72.3)	12.7	(10.6)	(43.3)	(9.0)	(6.5)	(21.3)

Source: NielsenIQ

BofA GLOBAL RESEARCH



Exhibit 11: Kimberly-Clark US Scanned channel highlights

For the periods ending February 24

Period ending: 02/24/24	Dollar Sales - %Chg vs. YAG			Dollar Share - Pt. Chg vs. YAG			EQ Units Sales - %Chg vs. YAG			Avg. EQ Unit Price - % Chg vs. YAG			% Sold on Promo EQ Units - Pt. Chg vs. YAG		
	L4W	L12W	L52W	L4W	L12W	L52W	L4W	L12W	L52W	L4W	L12W	L52W	L4W	L12W	L52W
Sorted Desc By \$ Sales For Latest 52 WE															
KIMBERLY-CLARK CORPORATION	0.2	0.7	1.9	(0.7)	(0.7)	(1.1)	(2.3)	(1.8)	(2.2)	2.6	2.6	4.2	1.9	2.8	1.3
TOILET TISSUE-DRY	(2.9)	(1.7)	0.6	(1.0)	(1.0)	(1.0)	(0.6)	0.4	(1.6)	(2.4)	(2.0)	2.2	(2.3)	2.5	2.8
DIAPERS-DISPOSABLE	(0.8)	(1.4)	1.1	(0.5)	(0.4)	(0.6)	(0.5)	(2.1)	(0.8)	(0.2)	0.7	2.0	9.9	2.7	(1.7)
ADULT-INCONTINENCE	1.5	2.8	3.7	(2.3)	(2.2)	(2.1)	(8.7)	(7.8)	(4.8)	11.0	11.6	8.9	6.2	5.5	1.5
TRAINING PANTS	(0.1)	(0.2)	0.9	(0.5)	(0.4)	(0.9)	(1.1)	(0.9)	(0.8)	1.1	0.9	1.6	2.7	(0.4)	2.0
PAPER TOWELS	(1.0)	1.8	10.0	(0.4)	(0.2)	0.4	(8.3)	(3.9)	3.7	7.9	5.9	6.1	(8.2)	(3.4)	(0.6)
FACIAL TISSUE	9.3	8.3	(1.1)	2.3	1.6	(1.6)	(2.8)	0.8	(9.2)	11.8	11.8	11.8	(6.3)	6.6	(2.1)
BABY WIPE	4.7	4.6	5.1	0.1	(0.1)	(0.9)	8.0	4.2	(0.6)	(2.9)	0.0	6.3	13.4	6.0	4.9
SANITARY NAPKINS	(4.6)	(5.4)	(3.0)	(0.6)	(0.8)	(0.8)	(8.4)	(8.9)	(5.7)	3.7	3.7	3.0	1.3	2.2	1.1
TOILET TISSUE-WET	3.7	1.1	4.8	(2.5)	(3.2)	(3.1)	4.7	0.7	0.2	(2.0)	0.0	4.3	4.7	3.6	6.5
TAMPONS	(3.3)	(3.0)	(8.7)	(0.2)	(0.4)	(1.0)	(7.4)	(6.9)	(13.1)	4.6	3.8	5.1	0.1	2.7	1.6
BATH & SHOWER WIPES	35.9	21.3	(5.0)	0.2	0.2	0.1	47.8	23.1	(4.0)	(8.5)	(1.4)	(1.4)	0.0	(0.0)	(2.3)
PAPER NAPKINS	(79.5)	(87.5)	(98.6)	(0.0)	(0.0)	(0.0)	(13.1)	(53.6)	(99.2)	(76.5)	(75.0)	83.3	15.3	3.8	(87.8)

Source: Nielsen

BofA GLOBAL RESEARCH

Exhibit 12: Kenvue US Scanned channel highlights

For the periods ending February 24

Period ending: 02/24/24	Dollar Sales - %Chg vs. YAG			Dollar Share - Pt. Chg vs. YAG			EQ Units Sales - %Chg vs. YAG			Avg. EQ Unit Price - % Chg vs. YAG			% Sold on Promo EQ Units - Pt. Chg vs. YAG		
	L4W	L12W	L52W	L4W	L12W	L52W	L4W	L12W	L52W	L4W	L12W	L52W	L4W	L12W	L52W
Sorted Desc By \$ Sales For Latest 52 WE															
KENVUE INC	(0.4)	0.3	1.3	(0.2)	(0.2)	(0.3)	(7.3)	(7.2)	(7.1)	7.5	8.0	9.1	1.4	0.6	(0.9)
PAIN REMEDIES	6.4	2.8	2.1	0.8	0.7	0.5	0.0	(2.1)	(4.8)	6.3	5.0	7.3	5.3	6.3	2.2
COUGH & COLD REMEDIES	2.2	3.0	0.7	(0.2)	(0.1)	0.2	(3.8)	(4.2)	(8.5)	6.2	7.6	10.0	4.6	2.6	(0.4)
FACE CLEANSERS, CREAMS & LOTIONS	(6.8)	(5.6)	(3.1)	(1.7)	(2.1)	(2.2)	(13.0)	(12.7)	(11.2)	7.1	8.2	9.2	(0.4)	(1.7)	(2.7)
MOUTHWASH	9.4	9.6	9.7	(1.1)	(1.2)	(1.2)	(3.0)	(3.7)	(2.9)	12.7	13.9	12.8	(2.0)	(7.9)	(2.5)
FIRST AID TREATMENTS	1.1	4.0	5.7	0.5	1.1	1.2	(8.8)	(7.0)	(5.3)	10.8	11.8	11.6	3.1	2.9	(0.3)
GASTROINTESTINAL PRODUCTS	2.1	2.3	4.2	0.1	0.1	0.1	(6.7)	(7.1)	(8.0)	9.5	10.1	13.2	4.9	3.0	(2.0)
HAND & BODY LOTIONS	(3.7)	1.7	2.0	(0.5)	(0.4)	(0.8)	(16.3)	(11.7)	(9.4)	15.0	15.2	12.5	(6.1)	(6.4)	(2.8)
ADHESIVE BANDAGES	(0.8)	1.6	3.8	(1.1)	(0.9)	(0.7)	(9.6)	(7.9)	(5.3)	10.4	10.3	9.8	1.3	2.7	(0.5)
MAKEUP REMOVERS	(1.0)	(1.3)	2.5	0.9	0.6	(0.3)	(5.3)	(6.9)	(3.7)	4.5	6.0	6.4	(1.7)	(2.9)	(4.2)
BABY BATH & SKIN	(3.7)	0.2	5.9	(0.0)	0.3	1.0	(11.5)	(9.2)	(3.7)	8.8	10.3	10.0	(4.7)	(5.2)	(3.8)
SHAMPOO	(10.0)	(11.3)	(14.8)	(0.9)	(1.2)	(1.8)	(15.5)	(16.4)	(18.9)	6.4	6.1	5.0	(2.9)	(1.0)	1.0
BODY WASH	(8.6)	(4.4)	(1.1)	(0.8)	(0.9)	(0.7)	(24.4)	(19.8)	(15.8)	21.0	19.1	17.4	(7.6)	(3.5)	(4.8)
CREME RINSES & CONDITIONERS	(17.0)	(16.0)	(12.4)	(1.6)	(1.7)	(1.8)	(19.9)	(19.2)	(19.6)	3.7	4.1	9.0	(1.5)	(0.4)	2.6
SUNTAN PREPS	(6.7)	(2.0)	8.2	0.4	0.1	0.5	(17.4)	(14.1)	(1.1)	13.0	14.1	9.4	2.6	2.8	(1.3)
COSMETICS-FACIAL	(17.8)	(14.3)	0.4	(0.7)	(0.8)	(0.5)	(20.3)	(16.2)	(3.2)	3.1	2.2	3.7	3.7	(0.1)	0.2
EYE CARE	14.1	13.9	9.9	0.4	0.4	0.2	3.1	2.5	1.2	10.7	11.2	8.6	(3.9)	(0.9)	0.9
VITAMINS AND SUPPLEMENTS	(17.0)	(19.3)	(22.4)	(0.1)	(0.1)	(0.1)	(14.4)	(18.0)	(26.4)	(3.2)	(1.8)	5.6	(6.4)	0.3	5.5
TOPICAL ANALGESICS	35.5	27.0	16.1	0.6	0.5	0.2	20.3	14.1	5.2	12.6	11.3	10.4	0.0	(1.3)	(0.7)
COSMETICS-LIPSTICK	(20.0)	(11.6)	1.3	(0.6)	(0.4)	(0.2)	(19.4)	(12.2)	(5.1)	(0.8)	0.8	6.7	5.8	5.1	(3.9)
HAIR STYLING PRODUCTS	(24.1)	(15.9)	(2.5)	(0.5)	(0.3)	(0.2)	(26.3)	(16.6)	(10.7)	3.0	0.8	9.2	(6.8)	0.3	(0.7)
COSMETICS-EYE	(22.7)	(10.9)	13.7	(0.2)	(0.1)	0.1	(15.1)	(2.3)	23.1	(8.9)	(8.8)	(7.6)	(1.6)	(1.6)	(4.2)
SHAVING CREAM	(9.2)	(2.8)	5.4	(0.4)	(0.3)	(0.0)	(14.1)	(6.6)	1.5	5.6	4.1	3.8	(8.0)	(4.8)	(6.3)
SLEEPING AIDS	(33.6)	(32.1)	(23.1)	(1.4)	(1.3)	(1.0)	(33.5)	(30.8)	(24.8)	(0.1)	(2.0)	2.2	2.4	7.1	1.0
HBC COMBINATION PACKS	(17.7)	(15.9)	(5.8)	(0.5)	0.1	0.2	(15.7)	12.2	(5.3)	(2.5)	(25.0)	(0.5)	13.5	29.8	6.2
TOOTHPASTE	9.0	5.9	11.8	0.0	(0.0)	0.0	0.3	(1.1)	(0.3)	8.8	7.2	12.2	(14.6)	(25.7)	(13.5)
HAIR SPRAY	(69.0)	(79.5)	(83.7)	(0.1)	(0.3)	(0.5)	(82.2)	(84.7)	(87.9)	73.9	33.6	34.5	(18.5)	1.6	(0.3)
HAIR COLORING-WOMEN'S	(83.1)	(72.1)	(61.2)	(0.0)	(0.0)	(0.0)	(87.5)	(65.2)	(66.1)	35.5	(19.8)	14.5	(56.9)	(2.8)	7.6

Source: Nielsen

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Exhibit 13: Procter & Gamble US Scanned channel highlights

For the periods ending February 24

Period ending: 02/24/24	Dollar Sales - %Chg vs. YAG			Dollar Share - Pt. Chg vs. YAG			EQ Units Sales - %Chg vs. YAG			Avg. EQ Unit Price - % Chg vs. YAG			% Sold on Promo EQ Units - Pt. Chg vs. YAG		
	L4W	L12W	L52W	L4W	L12W	L52W	L4W	L12W	L52W	L4W	L12W	L52W	L4W	L12W	L52W
PROCTER & GAMBLE COMPANY, THE	4.5	4.7	5.6	0.6	0.6	0.2	1.2	0.8	(0.7)	3.3	3.9	6.3	2.3	0.6	0.0
Laundry Detergent-Liquid Hd	4.6	4.0	2.5	1.0	1.0	(0.0)	7.0	5.4	2.8	(2.5)	(1.7)	0.0	1.5	(0.4)	(0.7)
Paper Towels	2.5	1.8	2.2	(0.2)	(0.8)	(1.5)	(4.3)	(5.1)	(8.9)	7.1	7.3	12.2	10.3	3.4	0.3
Toilet Tissue-Dry	6.3	4.7	4.8	1.0	0.4	(0.2)	2.9	0.5	(3.1)	3.3	4.1	8.1	7.6	3.4	1.5
Diapers-Disposable	(1.8)	(3.0)	0.6	(1.4)	(1.7)	(1.3)	(4.9)	(5.7)	(4.8)	3.1	2.8	5.9	(2.4)	(1.0)	(1.7)
Deodorant	8.8	9.6	14.1	0.1	1.5	1.5	2.3	3.3	3.2	6.4	6.1	10.6	0.9	1.7	(1.6)
Laundry Detergent-Unit Dose	4.0	3.9	5.6	0.0	(0.2)	(0.8)	3.8	4.2	5.3	0.3	(0.3)	0.3	4.7	1.3	3.4
Air Fresheners	7.4	5.9	8.6	2.0	1.5	1.7	6.4	3.0	3.6	0.9	2.8	4.8	5.6	1.7	0.8
Cough & Cold Remedies	23.2	18.9	8.2	2.2	1.9	1.0	10.6	6.5	(3.2)	11.4	11.7	11.7	1.8	0.0	2.0
Dish Soap-Light Duty	8.3	7.2	9.2	2.1	1.9	1.2	5.6	4.5	2.5	3.0	2.4	6.9	5.0	2.0	2.0
Sanitary Napkins	2.6	2.7	4.4	0.9	0.6	0.5	0.2	0.9	(0.3)	2.1	2.1	4.3	(1.3)	(0.7)	0.2
Toothpaste	6.4	9.2	10.9	0.4	0.8	0.9	(1.2)	(0.3)	(0.9)	7.7	9.5	11.9	1.1	(1.5)	(5.3)
Shampoo	8.9	10.2	13.5	1.7	1.5	2.0	5.5	3.2	1.6	3.4	7.0	11.8	(0.8)	(1.6)	(0.5)
Detergent-Dish-Automatic	3.2	7.6	8.6	(0.7)	0.6	0.1	(3.6)	0.1	(1.7)	7.0	7.5	10.5	(3.0)	(0.2)	1.5
Fabric Softeners-Liquid	4.3	3.9	4.6	2.2	2.1	2.3	(7.2)	(7.0)	(2.0)	13.3	11.2	7.3	4.7	(0.3)	(1.7)
Gastrointestinal Products	(2.0)	(0.4)	3.0	(0.5)	(0.3)	(0.0)	(4.8)	(3.0)	(0.5)	2.9	2.7	3.6	5.1	0.4	0.5
Body Wash	18.7	31.8	28.3	2.5	4.1	3.1	12.8	18.8	16.9	5.3	10.9	9.6	(6.0)	0.0	1.6
Toothbrushes Total	0.3	2.1	4.4	0.4	0.3	1.0	(4.2)	(4.3)	(3.6)	4.7	6.8	8.3	(0.6)	2.1	1.3
Tampons	3.6	5.4	3.0	3.1	3.0	2.3	3.6	5.7	(0.7)	0.0	(0.4)	3.4	9.4	8.4	1.4
Brooms/Mops & Wax Applicators	6.2	3.5	5.0	1.7	1.5	1.8	0.5	(2.6)	(5.7)	5.7	6.3	11.3	(1.3)	(8.4)	(1.3)
Razor Blades	(7.8)	(7.7)	(5.1)	(2.2)	(2.5)	(2.3)	(6.4)	(6.7)	(6.9)	(1.5)	(1.1)	2.0	(1.7)	(0.4)	0.0
Fabric Softeners-Dry	(0.3)	0.1	0.1	1.4	1.4	0.7	(5.1)	(3.8)	(0.7)	4.1	4.2	0.0	0.4	3.2	2.1
Facial Tissue	(2.8)	(0.7)	0.4	(1.7)	(1.4)	(0.9)	(1.3)	(1.7)	(3.9)	0.0	0.0	5.3	6.2	(0.2)	(1.5)
Face Cleansers, Cremes & Lotions	(4.2)	(2.0)	0.1	(0.7)	(0.8)	(0.8)	(5.3)	(3.4)	(1.4)	1.2	1.4	1.5	(2.0)	(2.6)	(3.6)
Creme Rinses & Conditioners	8.0	10.7	16.4	2.4	2.7	3.1	5.0	3.0	2.2	3.0	7.5	13.9	3.4	(1.8)	(0.5)
Baby Wipe	(2.4)	(1.0)	3.0	(1.5)	(1.4)	(1.2)	(8.4)	(8.6)	(7.0)	5.4	8.3	11.4	10.6	3.7	(0.8)
Adult-Incontinence	9.9	12.5	11.6	0.5	0.8	0.5	15.6	19.4	9.4	(4.8)	(6.0)	2.0	2.8	8.6	4.6
Power Toothbrushes	(1.5)	2.5	4.0	1.2	1.2	1.4	(3.3)	1.2	1.8	1.8	1.3	2.2	(4.0)	(0.6)	(0.4)
Laundry Detergent-Packaged	5.0	4.0	2.6	(3.8)	(4.0)	(4.4)	1.3	0.3	(0.4)	3.4	3.4	3.4	1.9	0.6	(0.2)
Razors-Disposable	(1.2)	(2.3)	(2.3)	0.4	(0.2)	(0.8)	(0.8)	(2.1)	(2.1)	(0.4)	(0.3)	(0.2)	0.5	1.3	(1.5)
Mouthwash	(2.9)	(1.7)	0.4	(2.9)	(2.7)	(2.4)	(8.4)	(7.8)	(6.9)	5.8	6.2	8.2	(2.9)	(5.5)	(2.3)
Razors-Non-Disposable	5.6	7.3	5.3	2.4	2.8	0.3	16.5	20.5	14.6	(9.3)	(11.0)	(8.2)	(6.5)	(0.6)	(3.2)
Household Cleaners-Multi Purpose	(10.6)	(2.9)	11.0	(2.9)	(1.3)	0.3	(19.4)	(14.1)	(3.1)	11.0	13.1	14.5	2.7	(0.8)	3.3
Manual Toothbrushes	2.7	1.5	4.9	(0.1)	(0.6)	0.5	(4.6)	(6.4)	(5.4)	7.6	8.4	10.9	0.6	2.9	1.7
Training Pants	(1.6)	(4.6)	(1.6)	(0.5)	(1.1)	(0.8)	(3.4)	(6.8)	(6.8)	1.6	2.4	5.5	14.2	7.9	0.0
Dental Floss	8.9	4.9	5.6	2.5	1.4	0.5	12.3	7.2	0.3	(2.9)	(1.5)	4.6	4.2	(1.5)	(2.5)
Tooth Whiteners	(8.8)	(4.8)	(4.9)	(0.8)	(1.4)	(4.3)	(7.1)	(3.1)	(4.8)	(1.9)	(1.7)	(0.1)	(4.5)	(2.9)	(3.6)
Sleeping Aids	6.9	5.5	5.8	3.7	3.7	2.8	(4.0)	(6.4)	(4.2)	11.4	12.7	10.4	3.2	3.0	(0.3)
Hair Styling Products	3.6	4.1	11.6	0.5	0.3	0.5	(3.1)	(10.6)	(10.2)	6.9	16.5	24.3	(5.5)	(4.8)	0.1
Floor Care Cleaners	2.3	0.4	5.7	1.0	0.1	0.4	(7.3)	(9.6)	(7.7)	10.2	11.0	14.5	0.4	(6.7)	(0.7)
Razor Trimmer	(11.3)	(10.3)	(6.1)	(0.9)	(0.6)	(0.2)	(20.4)	(14.9)	(12.2)	11.5	5.3	6.9	1.8	3.5	2.2
Soap-Bar	8.3	9.0	7.5	0.3	0.3	(0.1)	(3.5)	(3.1)	(11.9)	12.2	12.3	21.8	11.6	6.2	0.3
Shaving Cream	0.9	0.7	0.3	(0.2)	(1.0)	(1.2)	2.5	(0.1)	(5.3)	(1.6)	0.9	5.9	(0.1)	0.1	3.4
Hair Spray	(1.4)	7.3	6.3	(0.5)	0.0	(0.5)	(19.3)	(24.2)	(22.8)	22.2	41.6	37.6	(0.7)	(3.9)	1.0
Hand & Body Lotions	(12.4)	(5.5)	11.8	(0.2)	(0.2)	0.1	(13.5)	(14.0)	5.2	1.3	10.0	6.4	(34.1)	(34.9)	(15.1)
Toilet Tissue-Wet	6.4	3.4	6.1	(0.2)	(0.3)	(0.4)	4.5	0.9	(1.1)	1.9	1.9	5.9	8.0	(1.0)	2.7
Hbc Combination Packs	(97.3)	(95.1)	(94.9)	(0.7)	(12.2)	(11.6)	(88.2)	(62.9)	(64.7)	(76.8)	(86.9)	(85.6)	(42.9)	(8.8)	(8.9)
After Shave Cosmetics	(0.6)	(2.6)	(0.8)	(0.4)	(1.2)	(1.1)	(1.8)	(4.2)	(6.6)	1.3	1.7	6.1	0.8	0.7	(1.2)
Feminine Hygiene	(24.2)	(24.8)	(15.6)	(0.6)	(0.6)	(0.4)	(20.9)	(23.8)	(15.9)	(4.2)	(1.3)	0.3	(3.5)	(16.7)	(6.6)
Makeup Removers	(7.0)	(4.4)	(6.4)	(0.0)	(0.0)	(0.1)	(11.2)	(6.8)	(9.8)	4.8	2.5	3.8	1.6	(15.0)	(6.8)
Cosmetics-Facial	(15.5)	(12.8)	(12.6)	(0.0)	(0.0)	(0.0)	(17.9)	(15.5)	(19.9)	2.9	3.2	9.1	9.2	2.5	(9.3)

Source: NielsenIQ

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