

## Home and Personal Care

Biweekly U.S. HPC scanned sales (1/13):  
category sales improve on volume

Industry Overview

## Total HPC volume improves +290bps MoM

Total US Home and Personal Care (HPC) tracked channel sales growth was up **+2.8%** YoY in the 4 weeks (L4W) through Jan. 13<sup>th</sup>, improving +250bps MoM vs L4W growth of +0.3% through Dec. 16<sup>th</sup>. The improvement was driven by L4W EQ volume decline of only -1.1% YoY, a +290bps MoM improvement from -4.0% in the 12/16 period. Pricing of +3.9% YoY was -30bps below growth in the prior 4wk period ended 12/16. The material improvement in volume should be a positive read across HPC stocks.

**Exhibit 1: Sales Change Acceleration/Deceleration in L4W periods: 1/13 vs 12/16**

L4W sales accelerated in 5 the 11 U.S. companies tracked below

L4W- ending	\$ % Chg YA		Accel./ (Decel)
	01/13/24	12/16/23	
CHD	4.6%	4.6%	0 bps.
CL	1.4%	3.7%	(230) bps
CLX	(1.9%)	(2.3%)	40 bps.
COTY	(1.1%)	0.4%	(150) bps
ELF	53.7%	45.9%	780 bps.
ENR	(3.4%)	(2.8%)	(60) bps
EPC	(1.6%)	(2.1%)	50 bps.
HNST	5.4%	11.4%	(600) bps
KMB	0.8%	1.0%	(20) bps
KVUE	2.9%	(3.8%)	670 bps.
PG	6.0%	3.0%	300 bps.

Source: NielsenIQ, BofA Global Research

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## L4W YoY sales accelerated in 5 of 11 US names vs Dec.

Weighted-average 4wk sales growth across the 16 staples names we track was +3.8% YoY driven by +5.4% growth in price offsetting -0.6% volume decline YoY. Compared to the 4wk data ended 12/16, sales growth in the 1/13 period accelerated **+230bps** as volume decline improved +220bps sequentially given -20bps of sequentially lower pricing. CL sales growth of +1.4% YoY moderated vs +3.7% growth in the 12/16 period. CHD sales grew +4.6% YoY, even with growth in the 12/16. CLX sales decline of -1.9% continued to improve from last month's -2.3% 4wk YoY decline. PG sales growth of +6.0% improved by an impressive +300bps vs 12/16 period growth, with volume inflecting +260bps MoM back to YoY growth of +1.8%. KVUE's latest 4wk sales inflected materially, resuming growth of +2.9% YoY as volume decline of -4.9% YoY improved by +650bps sequentially. KMB 4wk sales growth of +0.8% YoY fell -20bps vs the 12/16 period as volume decline of -2.1% YoY dipped -100bps sequentially offsetting +100bps of sequentially softer pricing. ELF 4wk sales growth of +53.7% accelerated +780bps vs the 12/16 period as +53.5% volume growth accelerated +630bps despite +410bps of higher MoM pricing. COTY volume and price each slipped -70bps MoM, with sales decline of -1.1% YoY reverting down from +0.4% growth in the prior period.

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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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Refer to important disclosures on page 8 to 9.

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# U.S. Scanner Data Highlights

## Exhibit 2: US total HPC category growth dynamics

Net sales growth across total HPC was 2.8% YoY, 250 bps. MoM

L4W ending	01/13/24	12/16/23	MoM Chg.
\$ Sales % Change	2.8%	0.3%	250 bps.
EQ Pricing % Change	3.9%	4.2%	(30 bps)
EQ Volume % Change	-1.1%	-4.0%	290 bps.

Source: NielsenIQ, BofA Global Research

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## Exhibit 3: Sales Change Acceleration/Deceleration in L4W periods: 1/13 vs 12/16

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		
	01/13/24	12/16/23	Accel./((Decel)	01/13/24	12/16/23	Accel./((Decel)	01/13/24	12/16/23	Accel./((Decel)	01/13/24	12/16/23	Accel./((Decel)
CHD	4.6%	4.6%	0 bps.	(3.4%)	(3.6%)	20 bps.	10.9%	10.6%	30 bps.	(3.8%)	(3.4%)	(40) bps
CL	1.4%	3.7%	(230) bps	(1.9%)	(0.4%)	(150) bps	4.7%	5.5%	(80) bps	(0.8%)	(1.4%)	60 bps.
CLX	(1.9%)	(2.3%)	40 bps.	(4.4%)	(6.2%)	180 bps.	3.2%	6.0%	(280) bps	(3.0%)	(5.4%)	240 bps.
COTY	(1.1%)	0.4%	(150) bps	(6.9%)	(6.2%)	(70) bps	7.6%	8.3%	(70) bps	(2.2%)	(1.3%)	(90) bps
ELF	53.7%	45.9%	780 bps.	53.5%	47.2%	630 bps.	5.9%	1.8%	410 bps.	(3.4%)	(5.2%)	180 bps.
ENR	(3.4%)	(2.8%)	(60) bps	2.6%	(2.1%)	470 bps.	(6.6%)	(1.7%)	(490) bps	0.1%	(16.0%)	1,610 bps.
EPC	(1.6%)	(2.1%)	50 bps.	(4.8%)	(4.4%)	(40) bps	3.9%	3.9%	0 bps.	(1.4%)	(2.0%)	60 bps.
HNST	5.4%	11.4%	(600) bps	9.6%	14.9%	(530) bps	4.6%	4.3%	30 bps.	(5.1%)	(2.7%)	(240) bps
KMB	0.8%	1.0%	(20) bps	(2.1%)	(1.1%)	(100) bps	3.4%	2.4%	100 bps.	1.5%	2.3%	(80) bps
KVUE	2.9%	(3.8%)	670 bps.	(4.9%)	(11.4%)	650 bps.	9.3%	9.5%	(20) bps	(1.4%)	0.8%	(220) bps
PG	6.0%	3.0%	300 bps.	1.8%	(0.8%)	260 bps.	4.9%	4.8%	10 bps.	(0.8%)	(0.9%)	10 bps.
UNLV	0.5%	1.4%	(90) bps	(2.0%)	2.1%	(410) bps	3.4%	1.8%	160 bps.	(5.4%)	(1.8%)	(360) bps
HENK	(1.6%)	(1.6%)	0 bps.	(10.4%)	(10.3%)	(10) bps	10.9%	10.8%	10 bps.	2.1%	3.6%	(150) bps
OR	5.2%	5.1%	10 bps.	(1.1%)	(1.4%)	30 bps.	5.6%	6.0%	(40) bps	(0.6%)	(0.4%)	(20) bps
RB	0.7%	(7.1%)	780 bps.	(4.1%)	(13.5%)	940 bps	6.7%	9.9%	(320) bps	0.3%	(0.3%)	60 bps.
BEI	8.0%	8.7%	(70) bps	(5.6%)	(2.9%)	(270) bps	9.7%	7.5%	220 bps.	(6.1%)	(5.2%)	(90) bps
<b>W. Avg</b>	<b>3.8%</b>	<b>1.5%</b>	<b>230 bps.</b>	<b>(0.6%)</b>	<b>(2.8%)</b>	<b>220 bps.</b>	<b>5.4%</b>	<b>5.6%</b>	<b>(20) bps</b>	<b>(1.2%)</b>	<b>(1.3%)</b>	<b>10 bps.</b>

Source: NielsenIQ, BofA Global Research

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## Exhibit 4: U.S. Scanned Channel Company dynamics

For periods ending 01/13/24

	\$ % 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 L52W	L4W	L12W	L52W
CHD	4.6%	5.0%	7.3%	(3.4%)	(3.4%)	(1.2%)	10.9%	10.7%	11.0%	(3.8%)	(4.4%)	(0.7%)					
CL	1.4%	2.2%	1.3%	(1.9%)	(2.0%)	(7.1%)	4.7%	5.8%	10.0%	(0.8%)	(1.4%)	(2.6%)		✓			
CLX	(1.9%)	(3.4%)	0.4%	(4.4%)	(6.8%)	(9.1%)	3.2%	5.2%	11.3%	(3.0%)	(4.3%)	(0.1%)	✓				
COTY	(1.1%)	(0.3%)	1.2%	(6.9%)	(6.8%)	(7.5%)	7.6%	7.7%	9.4%	(2.2%)	(0.5%)	(0.8%)					
ELF	53.7%	50.0%	56.8%	53.5%	50.8%	60.3%	5.9%	2.8%	1.4%	(3.4%)	(3.4%)	(0.8%)	✓		✓	✓	✓
ENR	(3.4%)	(2.2%)	(0.7%)	2.6%	1.0%	(6.9%)	(6.6%)	(3.7%)	7.0%	0.1%	(6.8%)	(4.1%)					
EPC	(1.6%)	(1.9%)	2.1%	(4.8%)	(4.4%)	(5.0%)	3.9%	3.9%	7.8%	(1.4%)	(1.3%)	(0.8%)	✓				
HNST	5.4%	9.5%	21.4%	9.6%	14.3%	29.8%	4.6%	3.9%	2.4%	(5.1%)	(3.0%)	(2.2%)			✓	✓	✓
KMB	0.8%	0.6%	2.6%	(2.1%)	(2.2%)	(1.9%)	3.4%	3.0%	4.5%	1.5%	2.3%	1.0%	✓				
KVUE	2.9%	(1.2%)	2.3%	(4.9%)	(9.2%)	(6.7%)	9.3%	9.6%	10.4%	(1.4%)	(0.8%)	(0.8%)	✓	✓			
PG	6.0%	4.0%	6.1%	1.8%	(0.4%)	(0.8%)	4.9%	5.0%	7.0%	(0.8%)	(0.9%)	(0.1%)	✓		✓		
UNLV	0.5%	0.7%	3.3%	(2.0%)	(0.7%)	(1.2%)	3.4%	2.9%	4.8%	(5.4%)	(3.1%)	0.1%					
HENK	(1.6%)	(1.9%)	1.0%	(10.4%)	(11.1%)	(9.8%)	10.9%	11.3%	12.7%	2.1%	2.3%	(0.5%)	✓				
OR	5.2%	5.2%	9.7%	(1.1%)	(1.2%)	1.0%	5.6%	5.7%	7.9%	(0.6%)	(0.1%)	(0.9%)					✓
RB	0.7%	(2.7%)	(0.4%)	(4.1%)	(9.1%)	(9.1%)	6.7%	8.6%	10.3%	0.3%	(0.1%)	(0.1%)		✓			
BEI	8.0%	10.3%	11.9%	(5.6%)	(3.3%)	(0.3%)	9.7%	8.8%	7.6%	(6.1%)	(5.1%)	(2.6%)					

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 January 13

Period ending: 01/13/24	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															
<b>CHURCH &amp; DWIGHT COMPANY, INC.</b>	<b>4.6</b>	<b>5.0</b>	<b>7.3</b>	<b>(0.1)</b>	<b>0.0</b>	<b>0.3</b>	<b>(3.4)</b>	<b>(3.4)</b>	<b>(1.2)</b>	<b>10.9</b>	<b>10.7</b>	<b>11.0</b>	<b>(3.8)</b>	<b>(4.4)</b>	<b>(0.7)</b>
LAUNDRY DETERGENT-LIQUID HD	(7.2)	(4.7)	1.4	(1.7)	(1.3)	(0.3)	(23.4)	(21.3)	(17.2)	21.5	20.0	23.0	(3.5)	(8.3)	(2.1)
CAT/DOG LITTER	3.7	7.3	12.3	(0.3)	0.0	0.1	(3.0)	0.6	2.7	6.9	6.8	9.4	(2.6)	(1.3)	1.6
CONTRACEPTIVES	(2.2)	(2.2)	0.8	(1.1)	(1.2)	(0.2)	(5.9)	(5.1)	(1.8)	3.9	3.0	2.7	(3.1)	(3.2)	(0.2)
STAIN REMOVERS	6.9	6.3	5.8	0.6	0.2	(0.4)	3.7	2.1	(2.8)	3.0	4.3	8.4	(1.4)	(1.1)	1.3
MOUTHWASH	69.9	65.9	77.7	5.2	4.9	5.1	65.1	62.1	73.6	3.1	2.3	2.3	(10.2)	(11.6)	(5.5)
COUGH & COLD REMEDIES	7.2	(5.0)	1.8	(0.0)	(0.0)	0.0	5.6	(6.3)	(2.9)	1.6	1.4	4.8	(8.1)	(2.4)	(1.7)
SHAMPOO	25.0	20.7	15.8	0.8	0.6	0.4	(21.2)	(24.7)	(23.1)	58.8	60.2	50.7	1.3	(0.6)	(4.5)
TOOTHPASTE	6.8	5.3	5.7	(0.1)	(0.1)	(0.1)	(0.6)	(3.3)	(2.7)	7.6	8.9	8.6	(5.6)	(8.9)	0.8
DETERGENTS-BOOSTERS	5.2	7.2	10.0	0.2	0.4	0.4	2.3	4.5	9.6	2.7	2.8	0.5	(1.9)	(8.4)	(1.9)
ORAL TREATMENTS	(6.1)	(5.2)	(1.6)	(1.3)	(0.9)	(0.2)	(11.2)	(11.5)	(6.9)	5.7	7.1	5.6	(15.8)	(13.1)	(3.3)
FAMILY PLANNING & OVULATION KITS	(15.5)	(17.0)	(15.9)	(3.5)	(3.7)	(3.0)	(10.8)	(12.0)	(11.0)	(5.3)	(5.7)	(5.5)	(4.1)	(2.7)	(2.8)
BAKING SODA	13.3	10.8	19.6	(4.6)	(4.5)	(1.3)	(8.0)	(8.2)	8.8	23.2	20.8	10.0	(1.4)	(1.3)	3.3
DENTAL FLOSS	(11.9)	(15.6)	(9.2)	(2.2)	(2.5)	(2.0)	(28.7)	(33.3)	(21.6)	23.6	26.6	15.7	(13.6)	(15.5)	(3.7)
POWER TOOTHBRUSHES	(2.6)	3.7	(2.8)	(0.7)	0.3	(0.4)	(5.5)	3.0	(3.1)	3.0	0.7	0.3	(6.5)	(2.0)	1.7
DEPILATORIES	(5.3)	(3.6)	(3.2)	0.7	(0.8)	(3.1)	(4.2)	(5.2)	(4.4)	(1.2)	1.7	1.2	(15.6)	(22.1)	(6.2)
DEODORANT	(3.1)	(2.3)	2.5	(0.1)	(0.1)	(0.1)	(8.3)	(7.1)	(3.5)	5.8	5.2	6.2	(2.2)	(1.7)	0.2
LAUNDRY DETERGENT-UNIT DOSE	21.1	28.3	24.0	0.5	0.7	0.5	15.4	23.9	19.4	4.9	3.4	3.4	(5.8)	(0.3)	5.4
BATHROOM SURFACE & TILE CLEANERS	(0.5)	1.0	2.7	(0.6)	(0.4)	(0.5)	(12.4)	(10.9)	(11.8)	13.7	13.7	16.7	8.2	8.7	6.9
RUG & ROOM DEODORIZERS	37.5	41.0	38.4	16.2	20.4	23.1	6.2	9.8	14.0	30.4	29.0	20.6	1.7	(1.0)	0.0
RAZOR TRIMMER	(44.1)	(39.5)	(30.5)	(2.7)	(2.2)	(1.9)	(48.6)	(40.6)	(28.8)	8.6	1.9	(2.3)	(22.7)	(8.4)	1.9
LUBRICANTS	(12.8)	(13.0)	(8.7)	(1.6)	(1.6)	(1.1)	(12.5)	(10.1)	(13.0)	(0.4)	(3.3)	4.9	(9.3)	(9.4)	(0.6)
LAUNDRY DETERGENT-PACKAGED	115.6	117.1	99.0	4.6	4.7	3.9	16.9	17.0	14.2	85.1	86.1	73.5	(1.1)	(2.6)	(1.7)
FABRIC SOFTENERS-DRY	13.2	12.0	28.8	0.3	0.3	0.5	9.9	8.9	19.0	3.0	2.9	9.4	(4.7)	(5.2)	(4.1)
ORAL CARE COMBINATION TREATMENTS AND PROGRAMS	(38.5)	(33.3)	(12.4)	(10.9)	(8.7)	(5.6)	(31.5)	(22.8)	(9.5)	(10.2)	(13.6)	(3.2)	(22.4)	(15.9)	(6.1)
FLOOR CARE CLEANERS	(5.8)	23.5	(41.9)	(0.0)	0.0	(0.1)	(2.6)	41.7	(52.3)	(3.5)	(13.1)	22.1	(0.4)	4.2	(15.1)

Source: NielsenIQ

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**Exhibit 6: Clorox US Scanned channel highlights**

For the periods ending January 13

Period ending: 01/13/24	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
<b>THE CLOROX COMPANY</b>	<b>(1.9)</b>	<b>(3.4)</b>	<b>0.4</b>	<b>(0.9)</b>	<b>(1.5)</b>	<b>(1.2)</b>	<b>(4.4)</b>	<b>(6.8)</b>	<b>(9.1)</b>	<b>3.2</b>	<b>5.2</b>	<b>11.3</b>	<b>(3.0)</b>	<b>(4.3)</b>	<b>(0.1)</b>
GARBAGE & LAWN BAGS	(10.3)	(12.6)	(4.4)	(2.6)	(3.1)	(1.5)	(14.7)	(17.9)	(15.2)	5.0	6.5	12.5	(1.6)	(6.8)	1.9
SALAD DRESSING-LIQUID	2.3	1.1	5.5	(0.4)	(1.0)	(0.9)	(1.5)	(5.6)	(6.4)	3.9	7.0	12.6	(4.2)	(8.0)	1.4
CAT/DOG LITTER	(8.5)	(8.4)	1.4	(2.7)	(3.0)	(1.9)	(13.9)	(16.0)	(11.0)	6.3	8.9	13.9	(8.8)	(6.6)	1.7
BLEACH	(0.8)	(0.8)	0.9	(1.0)	(2.8)	(3.0)	0.2	(5.0)	(14.1)	(1.5)	4.5	18.3	(1.4)	(2.5)	(5.1)
CHARCOAL	3.8	6.6	3.0	(2.1)	(2.1)	(1.5)	0.0	0.4	(5.0)	3.8	6.2	8.5	4.3	6.4	3.3
HOUSEHOLD CLEANERS-MULTI PURPOSE	10.2	13.4	7.9	1.1	1.2	(0.4)	8.9	10.6	(4.5)	1.2	2.6	13.0	(6.3)	(8.3)	(1.9)
TOILET BOWL CLEANERS	3.9	0.1	2.5	(1.2)	(3.0)	(2.7)	(1.5)	(7.0)	(14.5)	5.5	7.7	19.8	(1.8)	(4.3)	0.6
WATER FILTERS	(7.7)	(6.6)	0.6	(0.5)	(1.0)	0.2	(8.5)	(5.2)	(7.6)	0.8	(1.5)	8.9	(4.1)	1.2	(0.3)
PRE-MOISTENED CLEANING WIPES	2.6	(2.5)	(4.3)	1.6	0.8	0.7	0.5	(5.5)	(11.4)	2.1	3.2	8.0	(10.6)	(14.5)	(11.8)
DETERGENTS-BOOSTERS	18.1	15.4	10.1	0.9	0.8	0.3	11.8	7.8	(4.7)	5.6	7.0	16.0	(2.5)	2.7	(1.6)
BATHROOM SURFACE & TILE CLEANERS	5.4	5.4	9.5	0.3	0.3	0.6	0.2	(3.2)	(7.5)	4.9	8.8	17.7	(12.4)	(10.4)	(2.6)
PLASTIC WRAPS	0.2	(6.0)	(4.0)	(0.6)	(4.3)	(3.4)	(9.3)	(16.6)	(17.5)	8.0	12.0	17.4	1.0	(5.5)	1.3
DRAIN CLEANERS	(16.0)	(19.8)	(13.3)	(3.4)	(4.5)	(3.4)	(22.1)	(26.0)	(27.3)	8.0	8.1	18.5	(10.7)	(6.1)	0.6
FACE CLEANSERS, CREAMS & LOTIONS	(13.6)	(22.0)	(16.9)	(0.3)	(0.4)	(0.4)	(11.6)	(21.5)	(15.5)	(2.2)	(0.7)	(1.6)	2.8	1.0	0.3
COOKING STORAGE BAGS	(39.1)	(33.4)	(23.7)	(0.9)	(0.7)	(0.5)	(44.1)	(37.2)	(24.6)	8.6	6.8	1.7	(20.2)	(11.8)	(1.7)
HOUSEHOLD SPONGES/CLOTHS & SCOURING PADS	(4.1)	(5.7)	0.3	(0.3)	(0.3)	(0.1)	(8.5)	(13.0)	(16.1)	4.6	8.5	19.5	1.2	0.4	(2.6)
COSMETICS-LIPSTICK	(12.4)	(26.5)	(4.7)	(1.0)	(1.5)	(0.5)	(12.1)	(23.7)	(1.5)	(0.4)	(3.7)	(3.3)	(0.1)	(10.3)	(3.9)
HAND & BODY LOTIONS	(1.1)	2.2	(6.0)	(0.1)	(0.0)	(0.1)	(16.9)	(16.0)	(18.2)	19.0	21.8	15.0	3.8	10.5	4.0
BARBECUE SAUCES	(4.6)	(10.4)	(5.0)	(0.2)	(0.3)	(0.2)	(4.4)	(10.5)	(5.0)	(0.3)	0.0	0.1	(0.3)	(0.2)	(1.0)
BABY BATH & SKIN	(52.9)	(44.8)	(30.6)	(0.7)	(0.5)	(0.5)	(48.3)	(41.1)	(29.3)	(8.9)	(6.4)	(1.8)	(6.5)	(2.8)	(1.2)
MARINADE	(17.2)	(24.2)	(21.0)	(0.4)	(0.4)	(0.5)	(15.4)	(23.3)	(19.7)	(2.1)	(1.2)	(1.6)	0.5	0.4	(2.2)
HBC COMBINATION PACKS	(61.1)	(71.8)	(46.0)	(0.7)	(1.4)	(0.9)	(73.8)	(82.6)	(59.7)	48.5	61.4	34.0	(14.5)	(22.9)	(21.5)
STAIN REMOVERS	(72.6)	(59.3)	(14.7)	(0.1)	(0.1)	(0.0)	(76.2)	(65.8)	(25.0)	14.1	19.8	13.3	(11.8)	(4.8)	(3.3)
AEROSOL DISINFECTANTS	(81.4)	(85.7)	(87.7)	(0.0)	(0.0)	(0.1)	(88.9)	(92.4)	(85.4)	66.4	88.0	(15.4)	34.8	(34.5)	(21.3)
DISPOSABLE FOOD CONTAINERS	(37.2)	(35.2)	(18.4)	(0.0)	(0.0)	(0.0)	(37.4)	(34.9)	(10.7)	0.2	(0.4)	(8.5)	12.4	9.6	23.0

Source: NielsenIQ

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**Exhibit 7: Coty US Scanned channel highlights**

For the periods ending January 13

Period ending: 01/13/24	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
<b>COTY INC</b>	<b>(1.1)</b>	<b>(0.3)</b>	<b>1.2</b>	<b>(0.7)</b>	<b>(0.5)</b>	<b>(0.6)</b>	<b>(6.9)</b>	<b>(6.8)</b>	<b>(7.5)</b>	<b>7.6</b>	<b>7.7</b>	<b>9.4</b>	<b>(2.2)</b>	<b>(0.5)</b>	<b>(0.8)</b>
COSMETICS-FACIAL	(0.0)	(1.2)	(0.1)	(1.5)	(1.6)	(2.3)	(6.1)	(9.5)	(10.9)	6.5	9.2	12.1	(1.4)	1.6	0.7
COSMETICS-EYE	(6.6)	(7.7)	(3.1)	(0.5)	(0.6)	(0.6)	(12.8)	(13.0)	(11.5)	7.1	6.1	9.5	1.4	1.3	(1.0)
COSMETICS-NAIL POLISH	4.3	3.4	2.0	1.3	1.7	1.8	(4.1)	(4.5)	(7.3)	8.7	8.3	10.0	(4.9)	(2.3)	(1.3)
COSMETICS-LIPSTICK	21.1	20.8	23.4	0.4	0.9	0.9	8.0	10.7	11.7	12.1	9.1	10.5	(1.8)	1.6	(1.8)
COLOGNE & PERFUME-MEN'S	(9.8)	(4.1)	(3.2)	(3.1)	(1.8)	(1.6)	(22.0)	(12.5)	(8.3)	15.6	9.6	5.6	(13.4)	(9.8)	(4.0)
NAIL TREATMENTS	4.0	6.2	3.9	(3.6)	(3.6)	(3.3)	(3.0)	(2.2)	(4.5)	7.2	8.6	8.8	(3.4)	(5.8)	(3.7)
COLOGNE & PERFUME-WOMEN'S	(1.1)	(0.4)	(3.9)	(1.6)	(1.7)	(2.3)	(4.4)	(3.4)	(8.0)	3.5	3.0	4.4	1.2	0.1	(0.1)
DEPILATORIES	(22.9)	(17.0)	(13.0)	(2.3)	(2.1)	(2.1)	(18.7)	(12.9)	(11.5)	(5.2)	(4.8)	(1.7)	4.2	7.0	2.3
DEODORANT	15.3	17.4	0.1	0.0	0.0	(0.0)	(7.1)	(18.2)	(14.7)	24.1	43.6	17.3	5.5	0.2	1.7
SUNTAN PREPS	(6.4)	(6.9)	(2.6)	(0.1)	(0.2)	(0.0)	2.2	0.5	0.1	(8.4)	(7.4)	(2.6)	2.0	3.1	0.4
AFTER SHAVE COSMETICS	(14.3)	(7.2)	9.2	(1.0)	(0.5)	0.1	(14.6)	(8.1)	3.5	0.3	0.9	5.4	11.3	10.5	4.1
NAIL KITS/SETS	(17.3)	(8.7)	(18.2)	0.0	0.2	(1.2)	(28.6)	(22.1)	(28.4)	15.8	17.2	14.2	7.2	9.9	(3.2)
COSMETICS-NAIL POLISH REMOVER	77.1	74.6	(25.4)	0.2	0.2	(0.1)	46.6	70.1	(35.0)	20.8	2.7	14.7	(55.3)	(28.8)	(10.4)

Source: NielsenIQ

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**Exhibit 8: CL US Scanned channel highlights**

For the periods ending January 13

Period ending: 01/13/24	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
<b>COLGATE-PALMOLIVE COMPANY</b>	<b>1.4</b>	<b>2.2</b>	<b>1.3</b>	<b>(0.8)</b>	<b>(0.6)</b>	<b>(1.0)</b>	<b>(1.9)</b>	<b>(2.0)</b>	<b>(7.1)</b>	<b>4.7</b>	<b>5.8</b>	<b>10.0</b>	<b>(0.8)</b>	<b>(1.4)</b>	<b>(2.6)</b>
Toothpaste	7.3	8.4	6.3	(0.5)	(0.2)	(0.8)	1.3	0.9	(2.9)	6.0	7.5	9.5	(5.8)	(8.1)	(4.5)
Dish Soap-Light Duty	(11.7)	(12.1)	(4.8)	(2.9)	(3.1)	(2.5)	(11.3)	(12.7)	(13.3)	(1.0)	1.0	10.0	9.5	4.4	(1.5)
Manual Toothbrushes	6.8	6.1	2.4	(0.0)	0.6	(0.5)	14.3	12.7	3.2	(6.6)	(5.9)	(0.9)	(3.1)	(2.1)	(2.8)
Hand Soap	(3.5)	(3.9)	(4.4)	(2.0)	(1.8)	(2.4)	(3.2)	(3.9)	(12.4)	0.0	0.0	9.1	9.4	10.5	2.2
Fabric Softeners-Liquid	(5.8)	(4.8)	(3.8)	(1.2)	(1.0)	(0.9)	(15.6)	(13.6)	(15.1)	12.0	10.7	14.5	(2.9)	(0.1)	(2.9)
Household Cleaners-Multi Purpose	1.3	2.7	(0.6)	(0.5)	(0.7)	(1.3)	(19.5)	(19.0)	(23.6)	25.8	26.7	30.2	1.8	4.0	(1.4)
Body Wash	(2.6)	5.3	(3.8)	(0.9)	(0.5)	(0.9)	(9.0)	(2.6)	(12.6)	6.9	8.2	10.0	1.0	2.5	2.0
Soap-Bar	(0.7)	1.8	6.4	(0.6)	(0.3)	(0.4)	(2.4)	0.7	(6.5)	1.9	1.0	13.6	(6.2)	(3.1)	(6.5)
Deodorant	(2.1)	(1.9)	(2.2)	(0.1)	(0.2)	(0.3)	(7.3)	(11.4)	(14.0)	5.5	10.7	13.7	11.4	6.2	(1.3)
Power Toothbrushes	12.6	9.4	7.6	0.6	0.6	0.5	8.6	5.7	6.2	3.7	3.5	1.4	(2.7)	(2.5)	(2.6)
Mouthwash	15.1	25.0	7.7	0.0	0.3	(0.1)	17.2	27.6	2.6	(2.0)	(2.3)	4.8	4.4	4.6	(3.7)
Oral Treatments	23.2	18.4	12.2	1.0	0.9	0.6	8.1	4.7	2.7	14.0	13.1	9.2	(13.5)	(14.5)	(4.6)
Fabric Softeners-Dry	3.2	4.8	1.8	0.1	0.2	0.0	3.2	5.0	2.5	0.0	0.0	(2.0)	7.4	9.4	5.7
Abrasive Cleaners	(19.9)	(25.3)	(18.9)	(2.1)	(2.9)	(2.2)	(35.9)	(40.6)	(34.9)	25.9	25.9	25.5	(2.6)	(8.5)	(11.3)
Oral Care Combination Treatments And Programs	2.1	(2.8)	(14.9)	0.7	(1.3)	(3.4)	(0.1)	(3.2)	(21.8)	2.2	0.3	8.8	5.5	7.6	10.0
After Shave Cosmetics	11.0	7.5	12.5	0.1	0.1	0.4	(11.8)	(14.7)	(4.6)	25.7	26.0	17.9	0.5	0.1	(0.4)
Detergent-Dish-Automatic	(98.8)	(99.0)	(90.2)	(0.4)	(0.4)	(0.5)	(99.1)	(99.2)	(90.4)	36.1	31.7	1.8	(2.7)	(1.9)	17.1

Source: NielsenIQ

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**Exhibit 9: ELF Cosmetics US Scanned channel highlights**

For the periods ending January 13

Period ending: 01/13/24	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
<b>E.L.F. COSMETICS INC</b>	<b>53.7</b>	<b>50.0</b>	<b>56.8</b>	<b>5.4</b>	<b>5.0</b>	<b>4.9</b>	<b>53.5</b>	<b>50.8</b>	<b>60.3</b>	<b>5.9</b>	<b>2.8</b>	<b>1.4</b>	<b>(3.4)</b>	<b>(3.4)</b>	<b>(0.8)</b>
Cosmetics-Facial	63.1	64.5	85.8	7.1	6.8	7.2	50.0	56.4	80.8	8.8	5.2	2.8	(5.1)	(4.6)	(0.2)
Cosmetics-Eye	24.5	21.3	23.8	1.6	1.4	1.1	33.3	31.7	36.9	(6.6)	(7.8)	(9.6)	(3.7)	(3.9)	(1.9)
Cosmetic Implements	20.0	21.7	26.1	5.5	5.6	4.7	22.9	25.1	27.7	(2.4)	(2.7)	(1.3)	(4.3)	(3.3)	(1.2)
Face Cleansers, Creams & Lotions	77.5	73.9	73.3	0.5	0.4	0.4	77.3	68.8	58.3	0.2	3.1	9.5	(1.6)	(2.2)	(3.7)
Cosmetics-Lipstick	210.0	141.5	68.6	5.6	3.6	1.6	139.6	97.1	40.8	29.4	22.5	19.7	7.3	3.4	0.8

Source: NielsenIQ

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**Exhibit 10: The Honest Company US Scanned channel highlights**

For the periods ending January 13

Period ending: 01/13/24	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
<b>THE HONEST COMPANY INC</b>	<b>5.4</b>	<b>9.5</b>	<b>21.4</b>	<b>(0.0)</b>	<b>0.1</b>	<b>0.2</b>	<b>9.6</b>	<b>14.3</b>	<b>29.8</b>	<b>4.6</b>	<b>3.9</b>	<b>2.0</b>	<b>(5.1)</b>	<b>(3.0)</b>	<b>(2.2)</b>
Diapers-Disposable	(3.3)	2.9	18.6	(0.1)	0.0	0.3	(10.0)	(3.0)	16.3	7.4	5.9	2.4	(6.6)	(5.4)	(4.5)
Baby Wipe	8.0	13.8	30.8	0.1	0.2	0.4	4.2	9.6	24.9	2.9	4.5	4.5	(8.5)	(2.7)	(0.9)
Bath & Shower Wipes	(5.3)	(0.6)	76.5	0.0	0.1	1.8	2.1	0.0	56.6	(7.2)	0.0	12.7	36.5	12.6	1.6
Hand & Body Lotions	(16.3)	(14.4)	(2.0)	(0.1)	(0.1)	(0.0)	(28.1)	(20.5)	(4.6)	16.4	7.7	2.7	(4.2)	(0.9)	4.1
Face Cleansers, Creams & Lotions	19.1	23.7	43.8	0.0	0.0	0.0	(1.5)	1.9	22.8	20.9	21.3	17.1	(7.8)	(2.4)	(6.0)
Creme Rinses & Conditioners	18.6	20.3	22.0	0.1	0.1	0.1	10.1	14.0	14.9	7.7	5.6	6.1	(0.4)	2.6	0.1
Cosmetics-Eye	(22.5)	(23.8)	(21.2)	(0.0)	(0.0)	(0.0)	(24.2)	(22.9)	(23.5)	2.2	(1.2)	3.0	(9.8)	(3.7)	(7.5)
Cosmetics-Facial	(31.9)	(31.8)	(25.7)	(0.0)	(0.0)	(0.0)	(55.6)	(48.1)	(36.0)	53.2	31.4	16.0	(24.9)	(11.7)	3.7
Laundry Detergent-Total	(23.5)	(18.2)	6.1	(0.0)	(0.0)	0.0	(24.0)	(18.4)	1.2	0.6	0.2	4.8	10.3	11.4	5.9
Hbc Combination Packs	196.3	197.6	381.3	0.2	0.3	0.6	1152.0	1360.5	1999.1	(76.3)	(79.6)	(77.1)	(25.6)	(25.4)	(19.2)
Body Wash	262.6	240.2	610.6	0.1	0.0	0.0	214.5	195.1	533.7	15.3	15.4	12.1	(9.2)	(16.6)	(3.9)
Cosmetics-Lipstick	(89.1)	(70.2)	(9.7)	(0.0)	(0.0)	(0.0)	(39.2)	(23.6)	(9.4)	(82.1)	(61.0)	(0.3)	6.4	17.6	3.8
Household Cleaners-Multi Purpose	(94.9)	(95.8)	(77.9)	(0.0)	(0.0)	(0.0)	(93.3)	(94.1)	(68.0)	(23.4)	(28.9)	(30.7)	(4.0)	(4.9)	(23.7)

Source: NielsenIQ

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**Exhibit 11: Kimberly-Clark US Scanned channel highlights**

For the periods ending January 13

Period ending: 01/13/24	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															
<b>KIMBERLY-CLARK CORPORATION</b>	<b>0.8</b>	<b>0.6</b>	<b>2.6</b>	<b>(0.7)</b>	<b>(0.8)</b>	<b>(1.1)</b>	<b>(2.1)</b>	<b>(2.2)</b>	<b>(1.9)</b>	<b>3.4</b>	<b>3.0</b>	<b>4.5</b>	<b>1.5</b>	<b>2.3</b>	<b>1.0</b>
TOILET TISSUE-DRY	(2.1)	(0.9)	2.0	(1.1)	(0.8)	(0.9)	(0.5)	0.5	(1.3)	(1.7)	(1.3)	3.3	2.5	5.4	3.8
DIAPERS-DISPOSABLE	(1.5)	1.3	1.7	(0.3)	(0.0)	(0.6)	(2.9)	0.2	(0.9)	1.5	1.0	2.5	(1.4)	(1.0)	(3.5)
ADULT-INCONTINENCE	4.9	3.2	4.4	(2.1)	(2.2)	(1.9)	(6.1)	(7.1)	(3.4)	11.8	11.1	8.2	5.2	4.0	0.6
TRAINING PANTS	(0.2)	(0.5)	1.8	(0.2)	(0.7)	(0.7)	(1.9)	(1.7)	(0.3)	1.8	1.2	2.2	(8.5)	(4.3)	2.7
PAPER TOWELS	0.7	4.5	11.6	(0.3)	0.1	0.5	(6.0)	(1.2)	5.5	7.1	5.7	5.8	(4.9)	(2.3)	0.5
FACIAL TISSUE	9.4	(2.3)	(2.6)	1.9	(0.5)	(2.5)	4.2	(7.8)	(10.3)	5.9	5.6	5.9	13.9	3.5	(3.7)
BABY WIPE	4.6	5.2	4.8	(0.1)	(0.3)	(1.2)	2.0	2.7	(1.9)	2.9	2.9	6.3	(0.2)	5.7	2.9
SANITARY NAPKINS	(5.8)	(5.5)	(1.8)	(1.0)	(0.9)	(0.7)	(8.6)	(8.6)	(4.3)	2.9	2.9	3.0	1.7	0.0	0.1
TOILET TISSUE-WET	(1.6)	(1.2)	5.6	(4.2)	(4.0)	(3.2)	(4.0)	(1.4)	0.2	4.2	0.0	6.5	(0.6)	8.1	7.2
TAMPONS	(2.1)	(3.8)	(7.5)	(0.5)	(0.6)	(0.9)	(6.2)	(8.1)	(11.9)	4.2	4.6	5.1	3.8	3.8	1.1
BATH & SHOWER WIPES	21.7	6.0	(11.1)	0.2	0.1	0.0	20.1	2.2	(10.2)	1.4	2.9	(1.4)	0.0	(0.1)	(2.2)
PAPER NAPKINS	(90.1)	(94.0)	(99.5)	(0.0)	(0.0)	(0.0)	(53.2)	(75.4)	(99.8)	(81.0)	(73.7)	133.3	(5.5)	(2.3)	(44.0)

Source: NielsenIQ

BofA GLOBAL RESEARCH

**Exhibit 12: Kenvue US Scanned channel highlights**

For the periods ending January 13

Period ending: 01/13/24	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															
<b>KENVUE INC</b>	<b>2.9</b>	<b>(1.2)</b>	<b>2.3</b>	<b>(0.1)</b>	<b>(0.4)</b>	<b>(0.3)</b>	<b>(4.9)</b>	<b>(9.2)</b>	<b>(6.7)</b>	<b>9.3</b>	<b>9.6</b>	<b>10.4</b>	<b>(1.4)</b>	<b>(0.8)</b>	<b>(0.8)</b>
PAIN REMEDIES	6.8	(4.5)	3.8	1.4	(0.2)	0.7	3.0	(9.3)	(3.6)	3.7	5.3	7.7	4.7	3.4	1.5
COUGH & COLD REMEDIES	7.9	(0.3)	1.9	(0.1)	0.3	0.2	(0.2)	(8.7)	(7.7)	8.1	9.2	10.4	(1.1)	0.7	(1.3)
FACE CLEANSERS, CREAMS & LOTIONS	(4.4)	(4.3)	(2.1)	(2.2)	(2.3)	(2.3)	(12.2)	(11.8)	(10.3)	8.8	8.5	9.1	(3.1)	(1.1)	(2.0)
MOUTHWASH	12.2	9.3	9.5	(1.0)	(1.5)	(1.3)	(2.5)	(4.3)	(2.8)	15.2	14.5	13.0	(8.2)	(10.7)	0.7
FIRST AID TREATMENTS	5.5	5.3	5.9	1.2	1.4	1.4	(6.3)	(6.4)	(5.1)	12.7	12.6	11.6	(2.4)	(1.2)	(1.0)
GASTROINTESTINAL PRODUCTS	3.8	3.6	4.7	0.0	0.2	0.1	(5.3)	(5.1)	(7.9)	9.5	9.1	13.7	0.2	0.2	(3.2)
HAND & BODY LOTIONS	0.8	2.4	1.4	(0.4)	(0.4)	(0.8)	(13.0)	(10.8)	(9.2)	15.8	14.9	11.8	(8.1)	(3.9)	(1.1)
ADHESIVE BANDAGES	2.5	2.2	3.8	(1.0)	(1.1)	(0.7)	(7.5)	(7.4)	(5.3)	10.3	10.3	9.9	(1.1)	(0.2)	(1.4)
MAKEUP REMOVERS	(0.3)	(0.9)	4.2	0.4	0.5	(0.6)	(6.8)	(7.4)	(1.7)	7.0	7.0	6.1	(3.2)	(1.9)	(3.4)
BABY BATH & SKIN	2.0	0.3	7.1	0.8	0.1	0.9	(7.9)	(8.9)	(2.6)	10.7	10.1	10.0	(6.3)	(5.6)	(2.9)
SHAMPOO	(11.3)	(13.1)	(15.2)	(1.5)	(1.6)	(1.9)	(16.6)	(16.7)	(18.9)	6.3	4.1	4.7	(1.8)	1.7	1.6
BODY WASH	1.4	(2.4)	0.8	(0.7)	(0.9)	(0.6)	(14.0)	(17.5)	(12.9)	18.1	18.1	15.8	(5.7)	(6.2)	(4.5)
CREME RINSES & CONDITIONERS	(14.6)	(14.6)	(11.6)	(1.9)	(1.8)	(1.8)	(18.5)	(18.0)	(19.0)	4.7	4.3	9.2	(2.0)	3.3	3.1
SUNTAN PREPS	1.5	8.5	10.3	(0.2)	(0.1)	0.6	(11.8)	(3.7)	1.1	15.0	12.7	9.1	5.0	2.5	(2.2)
COSMETICS-FACIAL	(10.7)	(8.3)	5.0	(1.0)	(0.8)	(0.5)	(12.7)	(8.9)	0.4	2.3	0.6	4.6	(1.5)	(0.5)	(0.8)
EYE CARE	16.9	11.0	10.0	0.5	0.3	0.1	4.6	0.3	1.3	11.7	10.7	8.6	(1.4)	1.4	2.0
VITAMINS AND SUPPLEMENTS	(18.7)	(25.1)	(22.9)	(0.1)	(0.1)	(0.1)	(18.3)	(23.0)	(28.2)	(0.5)	(2.8)	7.3	4.6	10.5	7.2
TOPICAL ANALGESICS	22.5	22.9	13.7	0.4	0.4	0.2	10.8	10.8	2.8	10.6	10.9	10.6	(4.3)	(3.7)	(1.4)
HAIR STYLING PRODUCTS	(9.2)	(3.8)	0.9	(0.3)	(0.2)	(0.1)	(7.0)	(5.2)	(8.2)	(2.5)	1.5	9.9	4.7	5.8	0.4
COSMETICS-LIPSTICK	(5.9)	(1.1)	6.4	(0.4)	(0.2)	(0.1)	(7.7)	(3.4)	(1.5)	1.9	2.4	8.1	6.8	3.8	(5.5)
COSMETICS-EYE	(3.0)	4.2	17.5	(0.0)	0.1	0.1	6.6	13.4	24.3	(9.0)	(8.1)	(5.4)	(0.3)	0.5	(3.5)
SHAVING CREAM	3.9	6.6	4.7	(0.2)	(0.0)	(0.1)	1.0	3.4	0.7	2.8	3.1	3.9	(3.6)	(4.7)	(6.3)
SLEEPING AIDS	(29.4)	(30.2)	(20.8)	(1.2)	(1.2)	(0.9)	(27.7)	(28.5)	(23.7)	(2.4)	(2.4)	3.8	7.6	7.0	0.7
HBC COMBINATION PACKS	(3.0)	(22.6)	0.5	0.2	(0.0)	0.3	55.6	2.0	(4.0)	(37.7)	(24.2)	4.7	36.8	27.0	3.0
TOOTHPASTE	7.2	6.5	11.9	(0.0)	(0.0)	0.0	0.8	(0.5)	(2.3)	6.3	7.0	14.5	(30.3)	(33.5)	(9.6)
HAIR SPRAY	(81.2)	(84.1)	(83.0)	(0.3)	(0.5)	(0.6)	(84.3)	(86.5)	(85.4)	19.4	18.0	16.7	3.7	15.9	7.8
HAIR COLORING-WOMEN'S	(62.2)	(57.3)	(54.4)	(0.0)	(0.0)	(0.0)	(27.8)	(43.8)	(50.0)	(47.7)	(24.1)	(8.8)	13.1	22.5	28.0

Source: NielsenIQ

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**Exhibit 13: Procter & Gamble US Scanned channel highlights**

For the periods ending January 13

Period ending: 01/13/24	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
<b>PROCTER &amp; GAMBLE COMPANY, THE</b>	<b>6.0</b>	<b>4.0</b>	<b>6.1</b>	<b>0.6</b>	<b>0.4</b>	<b>0.1</b>	<b>1.8</b>	<b>(0.4)</b>	<b>(0.8)</b>	<b>4.9</b>	<b>5.0</b>	<b>7.0</b>	<b>(0.8)</b>	<b>(0.9)</b>	<b>(0.1)</b>
Laundry Detergent-Liquid Hd	4.4	4.0	2.5	1.2	0.9	(0.3)	5.4	4.8	1.8	(0.8)	(0.8)	0.8	(3.9)	(3.4)	(0.9)
Paper Towels	1.1	0.6	2.0	(1.1)	(1.2)	(1.7)	(5.6)	(6.8)	(9.2)	7.2	8.0	12.3	0.6	2.0	0.3
Toilet Tissue-Dry	3.7	1.9	4.8	0.0	(0.3)	(0.4)	(1.0)	(3.4)	(3.3)	4.8	5.4	8.5	(1.4)	(1.9)	2.2
Diapers-Disposable	(4.0)	(2.7)	1.2	(1.8)	(2.1)	(1.3)	(6.7)	(5.8)	(4.8)	3.1	3.4	6.3	(0.9)	(0.6)	(2.3)
Deodorant	11.8	12.2	16.0	2.8	2.5	1.6	5.3	4.5	4.4	6.1	7.4	11.2	2.4	(0.3)	(1.7)
Laundry Detergent-Unit Dose	4.3	4.5	6.6	(0.1)	(0.4)	(0.9)	4.6	4.5	5.4	0.0	0.0	1.3	(2.4)	(0.7)	3.4
Air Fresheners	5.7	7.7	10.1	0.9	1.4	1.9	0.2	3.9	4.3	5.5	3.7	5.6	(3.9)	(3.2)	0.1
Cough & Cold Remedies	28.4	0.5	7.2	2.4	0.7	0.8	14.8	(9.3)	(3.8)	11.8	10.9	11.5	(1.1)	2.0	2.2
Dish Soap-Light Duty	6.4	6.0	9.7	1.6	1.2	1.0	3.5	2.1	1.7	3.0	3.7	7.6	(0.2)	(3.7)	1.2
Sanitary Napkins	3.7	2.7	5.3	0.5	0.4	0.4	2.7	0.4	(0.3)	1.0	2.1	5.5	1.1	(0.2)	(0.4)
Toothpaste	12.3	11.6	10.9	1.1	0.9	0.7	2.6	0.7	(0.8)	9.5	10.8	11.8	(0.1)	(4.1)	(5.0)
Shampoo	12.3	13.8	14.3	1.2	1.9	2.1	3.3	3.9	0.8	8.7	9.5	13.3	(1.4)	(0.9)	(0.6)
Detergent-Dish-Automatic	9.0	7.4	8.5	1.4	0.7	(0.0)	1.1	0.2	(2.1)	7.9	7.2	10.8	(1.1)	0.5	1.7
Fabric Softeners-Liquid	4.9	4.5	4.5	2.4	2.1	2.0	(6.1)	(6.4)	(2.3)	11.3	11.3	6.3	(3.6)	(6.3)	(3.2)
Gastrointestinal Products	2.3	0.2	5.2	(0.1)	(0.2)	0.2	0.2	(1.9)	0.8	2.1	2.1	4.4	(2.0)	(1.3)	0.2
Body Wash	43.2	40.2	28.4	5.4	5.1	3.0	24.5	23.5	16.7	15.0	13.8	10.0	3.6	2.2	1.4
Toothbrushes Total	6.4	2.6	4.8	0.5	0.1	0.9	(0.2)	(4.7)	(3.8)	6.6	7.6	8.9	4.1	(0.5)	1.7
Tampons	7.3	5.3	3.1	3.0	2.6	1.9	8.2	4.8	(1.7)	(0.7)	0.4	4.6	10.9	5.7	(2.1)
Brooms/Mops & Wax Applicators	(1.3)	1.7	3.9	0.8	1.4	1.5	(7.8)	(4.9)	(7.2)	7.1	7.0	11.9	(12.1)	(9.7)	(0.7)
Razor Blades	(6.8)	(7.4)	(3.9)	(2.6)	(2.7)	(2.2)	(6.0)	(6.0)	(6.8)	(0.9)	(1.5)	3.1	0.5	0.1	0.6
Fabric Softeners-Dry	0.0	(0.2)	0.5	1.2	1.2	0.4	(3.3)	(3.7)	(0.9)	4.2	4.1	2.1	3.5	2.0	1.4
Facial Tissue	1.5	(3.7)	3.1	(0.8)	(0.9)	(0.3)	(1.3)	(5.2)	(2.4)	5.3	0.0	5.3	(4.6)	0.3	(2.1)
Face Cleansers, Cremes & Lotions	(1.7)	(1.0)	0.4	(1.0)	(1.0)	(0.9)	(3.2)	(1.1)	(1.0)	1.6	0.1	1.4	(3.2)	(3.5)	(3.7)
Creme Rinses & Conditioners	13.6	15.4	17.2	2.7	3.3	3.1	3.0	4.4	1.1	10.3	10.3	16.0	(4.3)	(2.9)	(1.1)
Baby Wipe	(1.2)	1.7	4.5	(1.4)	(1.1)	(1.1)	(9.9)	(6.5)	(6.1)	11.4	11.4	11.8	(1.0)	5.8	(1.8)
Adult-Incontinence	14.8	12.3	11.9	0.8	0.7	0.5	22.4	17.3	7.6	(6.2)	(4.1)	4.1	14.5	9.0	4.5
Power Toothbrushes	6.6	2.8	4.3	1.2	0.9	1.2	5.7	1.7	1.5	0.9	1.1	2.8	0.3	(3.0)	0.0
Laundry Detergent-Packaged	4.4	4.4	2.4	(4.3)	(4.1)	(4.3)	1.2	1.0	(0.2)	2.5	3.4	2.6	(0.2)	0.4	(0.4)
Razors-Disposable	(1.5)	(3.7)	(1.9)	(0.2)	(0.7)	(0.8)	(1.5)	(3.5)	(2.0)	0.0	(0.3)	0.0	0.3	0.7	(1.4)
Mouthwash	(0.6)	0.2	1.6	(2.8)	(2.4)	(2.1)	(7.4)	(7.5)	(5.5)	7.2	8.3	7.2	(7.4)	(8.4)	(1.1)
Razors-Non-Disposable	9.2	9.0	5.4	2.6	3.1	0.1	23.9	23.5	14.2	(11.9)	(11.7)	(7.8)	0.7	(1.6)	(0.5)
Household Cleaners-Multi Purpose	1.4	5.9	13.6	(0.7)	(0.3)	0.6	(11.8)	(6.5)	(1.0)	15.0	13.3	14.7	(6.0)	1.6	3.1
Manual Toothbrushes	6.1	2.1	5.4	(0.3)	(0.8)	0.5	(2.5)	(7.2)	(5.6)	8.8	10.0	11.6	5.3	(0.0)	2.1
Training Pants	(7.8)	(7.5)	(0.4)	(1.7)	(1.7)	(0.7)	(10.6)	(10.9)	(6.2)	3.3	3.9	6.4	2.7	1.9	(2.0)
Dental Floss	4.6	2.8	6.8	0.8	0.7	0.4	6.4	3.9	(0.4)	(1.5)	(1.5)	6.3	(4.4)	(7.7)	(2.0)
Tooth Whiteners	(0.6)	(4.7)	(3.3)	(2.2)	(3.4)	(4.4)	0.5	(4.0)	(4.1)	(1.1)	(0.8)	0.8	(0.0)	(2.0)	(2.8)
Sleeping Aids	5.6	4.9	5.2	3.7	3.4	2.3	(6.6)	(7.7)	(3.6)	13.0	13.6	9.1	2.7	0.9	(1.3)
Hair Styling Products	5.3	4.9	14.6	0.0	(0.1)	0.6	(14.1)	(15.1)	(8.5)	22.6	23.5	25.2	(5.2)	(0.6)	1.8
Floor Care Cleaners	(4.6)	(1.1)	6.3	(1.1)	(0.8)	0.5	(14.6)	(11.8)	(7.4)	11.7	12.5	14.7	(13.2)	(9.0)	(0.7)
Razor Trimmer	(8.2)	(9.2)	(5.4)	(0.5)	(0.3)	(0.2)	(11.6)	(11.0)	(11.7)	3.8	2.0	7.2	2.8	5.2	2.3
Soap-Bar	10.9	6.7	7.1	0.3	0.1	(0.2)	(2.2)	(8.2)	(13.0)	13.6	16.6	23.2	4.2	1.0	(1.7)
Shaving Cream	0.4	(0.2)	1.2	(1.9)	(1.5)	(1.2)	(2.1)	(4.0)	(5.8)	2.6	3.7	7.4	(1.7)	0.9	3.4
Hair Spray	19.1	(0.5)	10.2	0.6	(1.3)	(0.3)	(24.3)	(38.7)	(19.2)	57.2	62.5	36.5	(5.2)	(0.3)	2.0
Hand & Body Lotions	(4.8)	5.1	16.6	(0.2)	(0.0)	0.1	(22.7)	(5.7)	9.9	23.0	11.5	6.2	(38.5)	(25.4)	(8.7)
Toilet Tissue-Wet	1.7	0.6	5.5	(0.5)	(0.5)	(0.5)	(0.7)	(3.6)	(2.9)	3.8	3.8	8.0	(10.3)	0.5	3.3
Hbc Combination Packs	(95.9)	(94.9)	(94.7)	(11.2)	(14.6)	(11.8)	(63.6)	(63.8)	(64.4)	(88.8)	(85.8)	(85.1)	(11.4)	(9.6)	(9.0)
After Shave Cosmetics	0.1	(2.2)	(0.1)	(1.7)	(1.6)	(1.1)	(1.9)	(5.1)	(6.6)	2.0	3.0	7.0	0.1	(0.5)	(2.0)
Feminine Hygiene	(24.6)	(24.3)	(6.5)	(0.6)	(0.6)	(0.1)	(24.7)	(25.6)	(9.4)	0.2	1.7	3.2	(23.1)	(26.4)	(5.5)
Makeup Removers	(3.6)	(1.0)	(5.5)	(0.0)	0.0	(0.1)	(5.6)	(0.1)	(9.6)	2.2	(1.0)	4.5	(31.6)	(10.3)	(6.6)
Cosmetics-Facial	(12.2)	(9.5)	(12.1)	(0.0)	(0.0)	(0.0)	(14.7)	(12.4)	(20.4)	2.9	3.4	10.4	1.9	(6.5)	(12.9)

Source: NielsenIQ

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