

## Home and Personal Care

## Dec. 30th U.S. HPC scanned data: volume improvement drives better sales

## Industry Overview

## Total HPC 4wk sales +1.2% through Dec. 30, +60bps MoM

Total US Home and Personal Care (HPC) tracked channel sales grew +1.2% YoY in the 4 weeks (L4W) through December 30<sup>th</sup>, up +60bps from the prior 4wk growth of +0.6% YoY through December 2<sup>nd</sup>. L4W EQ pricing across HPC was +4.1% YoY vs +4.4% in the prior 4wk period through 12/2. L4W volume declined -2.9% YoY vs -3.7% in the 12/2 period. The sequential volume improvement in the latest 4wk period is a continuation of improving volumes that began last month.

## US HPC up +80bps MoM on +90bps volume improvement

Weighted-average 4wk sales growth across the 16 staples names we track was +3.0% YoY driven by +4.3% growth in price offsetting -1.1% volume decline YoY. Compared to the 4wk data ended 12/2, sales growth in the 12/4 period **accelerated +80bps** as volume decline improved by +90bps, more than offsetting -10bps of sequential pricing moderation. CL sales growth of +3.8% YoY was +60bps above sales growth in the 12/2 period. CHD sales growth of +4.6% YoY improved +30bps vs last month. CLX sales decline of -2.6% was relatively flat vs last month. PG sales growth of +4.7% was up +130bps vs last period as volumes inflected +120bps MoM to growth of +0.6% YoY. KVUE's latest 4wk sales inflected +390bps sequentially to slight growth of +0.2% YoY as volume decline improved to -7.0% (+390bps MoM) with -20bps of MoM pricing decline to +7.8% YoY. In SMID-cap Beauty, ELF sales growth of +52.9% YoY accelerated +340bps vs last month on +190bps of sequential volume improvement while COTY growth of +0.6% YoY moderated -230bps MoM on -250bps of lower pricing.

**Exhibit 1: Value sales change for 12/30/23**

US HPC sales were 1.2% in the L4W period

	Sales % change y/y		
	L4W	L12W	L52W
CHD	4.6%	5.1%	7.2%
CLX	-2.6%	-6.6%	0.5%
CL	3.8%	2.7%	1.5%
COTY	0.6%	-0.2%	1.8%
ELF	52.9%	49.3%	57.5%
ENR	-5.7%	-2.5%	-0.7%
EPC	-0.6%	-1.2%	2.4%
HNST	8.9%	12.8%	23.0%
KMB	0.6%	0.5%	2.6%
KVUE	0.2%	-2.0%	1.9%
PG	4.7%	3.8%	6.1%
SPB	-10.8%	-8.2%	-6.0%
BEI	7.5%	9.9%	11.8%
Henkel	-0.1%	-1.8%	1.5%
L'Oreal	7.5%	5.3%	10.4%
Reckitt	-5.0%	-3.4%	-1.3%
Unilever	1.2%	0.5%	3.6%
<b>HPC</b>	<b>1.2%</b>	<b>1.1%</b>	<b>3.3%</b>

Source: NielsenIQ

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09 January 2024

Equity  
United States  
Consumer Staples

**Bryan D. Spillane**  
Research Analyst  
BofAS  
+1 646 855 1979  
bryan.spillane@bofa.com

**Anna Lizzul**  
Research Analyst  
BofAS  
anna.lizzul@bofa.com

**Jonathan Keypour**  
Research Analyst  
BofAS  
jonathan.keypour@bofa.com

**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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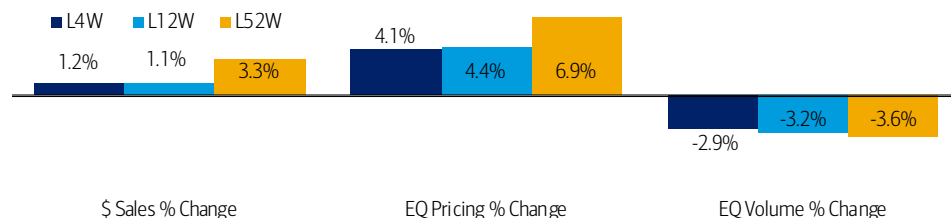
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# U.S. Scanner Data Highlights

## Exhibit 2: US total HPC category growth dynamics for the periods ending 12/30/23

HPC sales grew +1.2% L4W vs. +1.1% L12W



Source: NielsenIQ, BofA Global Research

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## Exhibit 3: Sales Change Acceleration/Deceleration in L4W periods: 12/30 vs 12/2

L4W sales accelerated in 9 the 16 companies tracked below

L4W-ending	\$ % Chg YA			EQ % Chg YA			Avg EQ Price % Chg YA			% EQ Any Promo Chg YA		
	12/30/23	12/02/23	Accel./Decel.	12/30/23	12/02/23	Accel./Decel.	12/30/23	12/02/23	Accel./Decel.	12/30/23	12/02/23	Accel./Decel.
CHD	4.6%	4.3%	30 bps.	(4.2%)	(4.4%)	20 bps.	9.1%	9.0%	10 bps.	(4.4%)	(5.8%)	140 bps.
CL	3.8%	3.2%	60 bps.	(0.5%)	(0.9%)	40 bps.	4.4%	4.1%	30 bps.	(2.2%)	0.2%	(240) bps.
CLX	(2.6%)	(2.5%)	(10) bps.	(5.4%)	(6.5%)	110 bps.	3.0%	4.3%	(130) bps.	(4.2%)	(4.0%)	(20) bps.
COTY	0.6%	2.9%	(230) bps.	(5.2%)	(5.3%)	10 bps.	6.1%	8.6%	(250) bps.	(1.5%)	(0.5%)	(100) bps.
ELF	52.9%	49.5%	340 bps.	53.3%	51.4%	190 bps.	(0.2%)	(1.3%)	110 bps.	(4.1%)	(2.6%)	(150) bps.
ENR	(5.7%)	(1.7%)	(400) bps.	(3.8%)	0.2%	(400) bps.	(2.1%)	(1.9%)	(20) bps.	(9.8%)	(9.8%)	0 bps.
EPC	(0.6%)	(1.5%)	90 bps.	(4.1%)	(3.4%)	(70) bps.	3.6%	2.0%	160 bps.	(1.8%)	(1.6%)	(20) bps.
HNST	8.9%	13.1%	(420) bps.	11.0%	19.2%	(820) bps.	(1.9%)	(5.1%)	320 bps.	(3.5%)	(1.3%)	(220) bps.
KMB	0.6%	0.2%	40 bps.	(1.5%)	(2.4%)	90 bps.	2.2%	2.7%	(50) bps.	3.7%	1.5%	220 bps.
KVUE	0.2%	(3.7%)	390 bps.	(7.0%)	(10.9%)	390 bps.	7.8%	8.0%	(20) bps.	0.0%	(0.8%)	80 bps.
PG	4.7%	3.4%	130 bps.	0.6%	(0.6%)	120 bps.	4.1%	4.0%	10 bps.	(0.9%)	(0.7%)	(20) bps.
UNLV	1.2%	2.1%	(90) bps.	0.1%	2.3%	(220) bps.	1.1%	(0.2%)	130 bps.	(4.3%)	(0.5%)	(380) bps.
HENK	(0.1%)	(2.4%)	230 bps.	(9.0%)	(11.5%)	250 bps.	9.9%	10.3%	(40) bps.	4.0%	2.7%	130 bps.
OR	7.5%	2.7%	480 bps.	0.8%	(3.2%)	400 bps.	6.7%	6.2%	50 bps.	(1.1%)	0.8%	(190) bps.
RB	(5.0%)	(4.2%)	(80) bps.	(10.1%)	(11.3%)	120 bps.	5.7%	8.1%	(240) bps.	(0.2%)	(1.1%)	90 bps.
BEI	7.5%	9.7%	(220) bps.	(4.1%)	(2.6%)	(150) bps.	12.1%	12.7%	(60) bps.	(5.3%)	(4.0%)	(130) bps.
W. Avg	3.0%	2.2%	80 bps.	(1.1%)	(2.0%)	90 bps.	4.3%	4.4%	(10) bps.	(1.4%)	(1.1%)	(30) bps.

Source: NielsenIQ, BofA Global Research

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

For periods ending 12/30/23

	\$ % 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	4.6%	5.1%	7.2%	(4.2%)	(3.5%)	(1.3%)	9.1%	8.9%	8.6%	(4.4%)	(5.1%)	(0.7%)					
CL	3.8%	2.7%	1.5%	(0.5%)	(2.3%)	(7.2%)	4.4%	5.1%	9.4%	(2.2%)	(2.0%)	(2.8%)	✓	✓			
CLX	(2.6%)	(6.6%)	0.5%	(5.4%)	(9.9%)	(9.3%)	3.0%	3.7%	10.8%	(4.2%)	(4.5%)	0.0%	✓				
COTY	0.6%	(0.2%)	1.8%	(5.2%)	(7.0%)	(7.1%)	6.1%	7.4%	9.6%	(1.5%)	(0.3%)	(0.7%)	✓				
ELF	52.9%	49.3%	57.5%	53.3%	51.3%	61.2%	(0.2%)	(1.3%)	(2.3%)	(4.1%)	(2.6%)	(0.8%)	✓				
ENR	(5.7%)	(2.5%)	(0.7%)	(3.8%)	0.3%	(7.7%)	(2.1%)	(2.8%)	7.6%	(9.8%)	(6.7%)	(4.4%)					
EPC	(0.6%)	(1.2%)	2.4%	(4.1%)	(4.0%)	(5.0%)	3.6%	2.9%	7.7%	(1.8%)	(0.7%)	(0.9%)	✓				
HNST	8.9%	12.8%	23.0%	11.0%	18.2%	31.5%	(1.9%)	(4.6%)	(6.4%)	(3.5%)	(1.4%)	(2.0%)					
KMB	0.6%	0.5%	2.6%	(1.5%)	(2.2%)	(1.9%)	2.2%	2.8%	4.6%	3.7%	2.6%	1.1%	✓				
KVUE	0.2%	(2.0%)	1.9%	(7.0%)	(9.3%)	(6.7%)	7.8%	8.1%	9.2%	0.0%	(0.9%)	(0.7%)	✓				
PG	4.7%	3.8%	6.1%	0.6%	(0.7%)	(1.0%)	4.1%	4.6%	7.1%	(0.9%)	(0.9%)	0.1%	✓		✓		
UNLV	1.2%	0.5%	3.6%	0.1%	(0.7%)	(1.3%)	1.1%	1.2%	5.0%	(4.3%)	(2.6%)	0.3%	✓		✓		
HENK	(0.1%)	(1.8%)	1.5%	(9.0%)	(11.2%)	(9.4%)	9.9%	10.5%	12.0%	4.0%	2.6%	(0.5%)	✓				
OR	7.5%	5.3%	10.4%	0.8%	(1.0%)	1.6%	6.7%	6.4%	8.7%	(1.1%)	0.3%	(0.9%)	✓		✓		
RB	(5.0%)	(3.4%)	(1.3%)	(10.1%)	(9.8%)	(9.9%)	5.7%	7.2%	9.5%	(0.2%)	(0.3%)	(0.4%)					✓
BEI	7.5%	9.9%	11.8%	(4.1%)	(3.3%)	(0.4%)	12.1%	13.6%	12.2%	(5.3%)	(4.7%)	(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 December 30

Period ending: 12/30/23	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>5.1</b>	<b>7.2</b>	<b>(0.1)</b>	<b>0.1</b>	<b>0.3</b>	<b>(4.2)</b>	<b>(3.5)</b>	<b>(1.3)</b>	<b>9.1</b>	<b>8.9</b>	<b>8.6</b>	<b>(4.4)</b>	<b>(5.1)</b>	<b>(0.7)</b>
LAUNDRY DETERGENT-LIQUID HD	(4.7)	(5.4)	1.7	(1.3)	(1.4)	(0.2)	(21.4)	(22.1)	(17.1)	20.0	21.9	23.0	(5.7)	(10.8)	(2.4)
CAT/DOG LITTER	4.3	9.6	12.5	(0.2)	0.3	0.1	(2.1)	2.9	2.9	6.5	6.6	9.4	(1.4)	(1.9)	1.9
CONTRACEPTIVES	(2.4)	(2.2)	1.4	(1.3)	(1.3)	(0.1)	(5.7)	(4.6)	(1.3)	3.6	2.4	2.8	(5.8)	(4.9)	(0.3)
STAIN REMOVERS	8.3	6.7	5.7	0.3	(0.0)	(0.5)	6.6	1.7	(3.1)	1.9	4.3	9.1	5.7	0.6	1.9
MOUTHWASH	65.2	67.0	77.8	4.8	4.9	5.1	60.4	63.2	73.9	2.9	2.3	2.3	(16.0)	(12.9)	(4.8)
COUGH & COLD REMEDIES	(5.7)	(8.0)	(0.8)	(0.0)	(0.0)	0.0	(7.3)	(9.6)	(5.8)	1.7	1.7	5.3	(6.3)	(1.8)	(1.8)
SHAMPOO	23.2	18.8	15.9	0.7	0.6	0.4	(22.7)	(25.8)	(22.3)	59.2	60.0	49.1	1.3	(0.1)	(4.6)
TOOTHPASTE	6.3	6.3	5.7	(0.2)	(0.1)	(0.1)	(1.8)	(2.3)	(2.5)	8.3	9.0	8.4	(9.7)	(8.2)	1.5
DETERGENTS-BOOSTERS	4.3	5.0	9.3	0.1	0.2	0.3	(0.6)	1.3	8.7	5.0	3.3	0.5	(4.6)	(14.2)	(2.4)
ORAL TREATMENTS	(5.3)	(4.0)	(1.0)	(0.7)	(0.4)	0.0	(10.7)	(10.9)	(6.0)	6.0	7.7	5.4	(12.8)	(11.2)	(1.8)
FAMILY PLANNING & OVULATION KITS	(15.8)	(17.9)	(15.8)	(3.9)	(3.9)	(3.0)	(11.3)	(13.0)	(11.0)	(5.1)	(5.7)	(5.4)	(3.3)	(2.4)	(2.6)
BAKING SODA	12.5	10.8	19.7	(4.4)	(4.3)	(1.1)	(8.6)	(6.7)	9.3	23.1	18.6	9.4	(1.2)	(0.7)	3.4
DENTAL FLOSS	(16.5)	(15.4)	(8.9)	(3.2)	(2.5)	(2.0)	(32.8)	(33.7)	(21.5)	24.4	27.6	16.1	(17.4)	(16.6)	(3.3)
POWER TOOTHBRUSHES	(1.2)	4.2	(2.5)	(0.4)	0.4	(0.4)	(3.4)	4.0	(2.5)	2.2	0.2	(0.0)	(4.0)	(0.9)	2.6
DEPILATORIES	(0.7)	(2.4)	(2.9)	(0.5)	(1.3)	(3.4)	(2.4)	(4.8)	(4.1)	1.7	2.5	1.3	(25.8)	(25.1)	(5.6)
DEODORANT	(0.7)	(0.5)	3.5	(0.1)	(0.1)	(0.1)	(4.7)	(4.7)	(2.8)	4.3	4.4	6.4	1.0	0.9	0.6
LAUNDRY DETERGENT-UNIT DOSE	23.5	22.6	22.7	0.6	0.6	0.5	14.1	15.3	17.3	8.0	6.6	4.5	(7.1)	(3.5)	4.3
BATHROOM SURFACE & TILE CLEANERS	0.8	2.9	3.0	(0.3)	(0.2)	(0.5)	(10.9)	(9.0)	(11.6)	13.7	12.9	16.8	8.5	8.3	6.9
RUG & ROOM DEODORIZERS	44.9	43.9	38.4	19.7	21.5	22.9	11.9	12.7	14.5	30.4	29.0	20.6	(2.6)	(1.2)	(0.1)
RAZOR TRIMMER	(44.7)	(36.0)	(29.9)	(2.6)	(1.9)	(1.9)	(47.8)	(35.7)	(27.6)	6.1	(0.4)	(3.2)	(20.5)	(4.3)	2.9
LUBRICANTS	(9.9)	(12.9)	(8.0)	(1.2)	(1.6)	(1.1)	(9.0)	(8.7)	(13.0)	(1.0)	(4.6)	5.8	(13.0)	(9.7)	(0.6)
LAUNDRY DETERGENT-PACKAGED	119.4	119.0	95.5	4.7	4.7	3.8	17.9	17.9	13.9	86.1	86.1	72.2	(4.2)	(2.3)	(1.7)
FABRIC SOFTENERS-DRY	8.3	12.2	27.5	0.2	0.3	0.4	2.9	8.9	16.1	3.0	2.9	9.4	(10.1)	(5.3)	(5.7)
ORAL CARE COMBINATION TREATMENTS AND PROGRAMS	(44.6)	(33.7)	(11.9)	(11.3)	(9.1)	(5.4)	(33.1)	(22.0)	(8.9)	(17.3)	(15.1)	(3.3)	(20.3)	(16.1)	(5.2)
FLOOR CARE CLEANERS	6.4	36.8	(47.6)	0.0	0.0	(0.2)	11.5	64.8	(57.2)	(4.4)	(17.0)	22.6	5.2	5.8	(12.2)

Source: Nielsen

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

For the periods ending December 30

Period ending: 12/30/23	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>(2.6)</b>	<b>(6.6)</b>	<b>0.5</b>	<b>(1.1)</b>	<b>(2.3)</b>	<b>(1.2)</b>	<b>(5.4)</b>	<b>(9.9)</b>	<b>(9.3)</b>	<b>3.0</b>	<b>3.7</b>	<b>10.8</b>	<b>(4.2)</b>	<b>(4.5)</b>	<b>0.0</b>
GARBAGE & LAWN BAGS	(11.6)	(15.8)	(3.8)	(2.9)	(3.8)	(1.4)	(16.3)	(21.2)	(15.2)	5.7	6.5	13.6	(4.0)	(7.1)	1.7
SALAD DRESSING-LIQUID	1.0	(3.6)	5.8	(0.9)	(2.2)	(0.9)	(3.8)	(10.0)	(6.6)	4.9	7.1	13.2	(5.1)	(8.6)	1.7
CAT/DOG LITTER	(11.4)	(9.4)	2.2	(3.3)	(3.4)	(1.8)	(19.9)	(17.6)	(10.6)	10.5	9.8	14.3	(13.1)	(5.2)	2.2
BLEACH	0.4	(2.6)	0.9	(1.6)	(4.3)	(3.2)	(0.7)	(8.0)	(14.8)	1.5	6.2	18.3	(0.6)	(3.3)	(4.9)
CHARCOAL	9.1	5.3	3.5	(0.7)	(2.2)	(1.4)	4.0	(1.4)	(4.8)	4.9	6.8	8.7	4.9	6.2	3.1
HOUSEHOLD CLEANERS-MULTI PURPOSE	13.1	8.7	7.7	1.0	0.0	(0.6)	11.0	5.0	(5.5)	1.9	3.6	14.0	(9.0)	(9.1)	(1.4)
TOILET BOWL CLEANERS	5.4	(6.3)	2.6	(1.5)	(5.1)	(2.8)	(1.3)	(15.2)	(15.4)	6.6	10.7	21.5	(5.9)	(7.3)	1.0
WATER FILTERS	(5.5)	(7.5)	1.4	(0.4)	(1.6)	0.2	(3.1)	(5.0)	(7.5)	(2.5)	(2.6)	9.5	0.9	3.7	(0.7)
PRE-MOISTENED CLEANING WIPES	(0.5)	(5.2)	(5.9)	1.0	0.3	0.6	(2.3)	(9.0)	(13.4)	1.8	4.3	8.7	(14.0)	(16.9)	(11.8)
DETERGENTS-BOOSTERS	17.9	8.4	8.8	0.9	0.4	0.2	10.1	0.5	(6.2)	7.0	8.3	16.1	(0.6)	3.7	(1.2)
BATHROOM SURFACE & TILE CLEANERS	11.6	1.1	10.1	1.8	(0.7)	0.7	2.2	(9.2)	(7.7)	8.9	10.8	19.3	(14.4)	(9.7)	(1.3)
PLASTIC WRAPS	(3.5)	(9.9)	(4.0)	(2.8)	(6.1)	(3.6)	(14.0)	(20.5)	(17.9)	12.5	12.0	17.4	(1.1)	(4.8)	0.3
DRAIN CLEANERS	(16.9)	(24.8)	(12.6)	(3.7)	(5.7)	(3.4)	(23.7)	(31.0)	(27.0)	8.8	8.8	19.4	(10.3)	(4.2)	2.0
FACE CLEANSERS, CREAMS & LOTIONS	(15.7)	(25.0)	(16.3)	(0.4)	(0.5)	(0.4)	(14.9)	(24.9)	(14.9)	(1.1)	(0.2)	(1.7)	(2.2)	0.3	(0.1)
COOKING STORAGE BAGS	(40.0)	(33.7)	(23.8)	(0.9)	(0.7)	(0.6)	(45.6)	(37.5)	(25.0)	10.5	6.8	1.7	(25.3)	(11.4)	(2.3)
HOUSEHOLD SPONGES/CLOTHS & SCOURING PADS	(3.0)	(9.1)	1.0	(0.3)	(0.4)	(0.1)	(8.1)	(17.6)	(16.2)	5.6	10.4	20.3	0.5	0.2	(3.2)
COSMETICS-LIPSTICK	(19.3)	(28.7)	(3.5)	(1.4)	(1.5)	(0.5)	(16.5)	(26.0)	(0.2)	(3.3)	(3.6)	(3.3)	(7.3)	(11.4)	(4.2)
HAND & BODY LOTIONS	1.4	0.7	(6.6)	(0.1)	(0.1)	(0.1)	(12.3)	(18.1)	(18.5)	15.6	23.0	14.5	8.9	10.7	3.8
BARBECUE SAUCES	(5.8)	(17.9)	(4.1)	(0.2)	(0.4)	(0.2)	(5.8)	(18.4)	(4.1)	0.0	0.5	0.0	0.6	0.4	(1.0)
BABY BATH & SKIN	(52.4)	(43.1)	(29.6)	(0.7)	(0.5)	(0.5)	(48.3)	(39.7)	(28.7)	(8.1)	(5.6)	(1.3)	(5.2)	(4.6)	(1.5)
MARINADE	(12.7)	(31.6)	(20.3)	(0.3)	(0.5)	(0.5)	(11.0)	(31.3)	(19.0)	(1.9)	(0.5)	(1.6)	0.8	0.4	(2.2)
HBC COMBINATION PACKS	(70.6)	(72.9)	(44.6)	(1.3)	(1.4)	(0.9)	(82.1)	(83.5)	(57.8)	63.7	64.4	31.2	(25.0)	(24.6)	(21.1)
STAIN REMOVERS	(61.8)	(52.1)	(11.8)	(0.1)	(0.1)	(0.0)	(68.0)	(59.6)	(22.1)	19.6	18.7	13.3	(10.4)	(4.4)	(3.0)
AEROSOL DISINFECTANTS	(90.9)	(85.9)	(89.2)	(0.0)	(0.0)	(0.1)	(95.6)	(93.6)	(86.4)	109.2	121.3	(20.2)	(26.0)	(38.7)	(21.4)
DISPOSABLE FOOD CONTAINERS	(38.6)	(44.4)	(19.7)	(0.0)	(0.0)	(0.0)	(39.0)	(42.5)	(11.7)	0.8	(3.4)	(9.0)	9.3	6.6	24.0

Source: Nielsen

BoFA GLOBAL RESEARCH

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

For the periods ending December 30

Period ending: 12/30/23	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>0.6</b>	<b>(0.2)</b>	<b>1.8</b>	<b>(0.5)</b>	<b>(0.4)</b>	<b>(0.6)</b>	<b>(5.2)</b>	<b>(7.0)</b>	<b>(7.1)</b>	<b>6.1</b>	<b>7.4</b>	<b>9.6</b>	<b>(1.5)</b>	<b>(0.3)</b>	<b>(0.7)</b>
COSMETICS-FACIAL	3.3	(1.5)	0.6	(1.6)	(1.6)	(2.3)	(5.2)	(10.3)	(10.6)	9.0	9.9	12.5	(0.8)	2.6	0.9
COSMETICS-EYE	(3.3)	(7.5)	(2.0)	(0.3)	(0.6)	(0.6)	(9.7)	(13.0)	(10.7)	7.1	6.3	9.7	(2.4)	0.5	(1.0)
COSMETICS-NAIL POLISH	4.5	3.5	2.2	1.5	1.9	1.8	(5.4)	(4.2)	(7.1)	10.5	8.0	10.0	(0.6)	(1.3)	(1.0)
COSMETICS-LIPSTICK	27.8	20.9	24.3	1.1	1.0	0.9	11.9	9.8	12.6	14.3	10.0	10.4	(3.8)	1.1	(1.8)
COLOGNE & PERFUME-MEN'S	(9.6)	(4.6)	(2.5)	(2.7)	(1.9)	(1.5)	(16.1)	(12.3)	(6.8)	7.7	8.9	4.6	(10.2)	(9.4)	(3.1)
NAIL TREATMENTS	9.5	6.6	4.2	(3.3)	(3.6)	(3.2)	2.4	(2.3)	(4.1)	7.0	9.0	8.6	4.9	(7.5)	(3.2)
COLOGNE & PERFUME-WOMEN'S	(0.7)	(1.2)	(3.7)	(1.5)	(1.9)	(2.3)	(2.4)	(4.6)	(10.5)	1.8	3.6	7.6	1.3	(0.8)	(2.8)
DEPILATORIES	(20.6)	(15.6)	(12.3)	(3.0)	(2.2)	(2.1)	(15.8)	(11.3)	(11.0)	(5.6)	(4.9)	(1.5)	10.6	9.3	2.2
DEODORANT	25.4	15.8	0.4	0.1	0.0	(0.0)	(9.2)	(20.1)	(14.3)	38.0	45.0	17.1	6.2	(1.0)	1.6
SUNTAN PREPS	(6.3)	(7.7)	(2.6)	(0.1)	(0.2)	(0.0)	3.0	(0.6)	(0.6)	(9.1)	(7.0)	(1.9)	6.5	5.1	(0.1)
AFTER SHAVE COSMETICS	(4.9)	2.1	12.7	(0.6)	(0.1)	0.3	(7.1)	(0.5)	6.3	2.3	2.6	6.0	13.8	10.4	3.8
NAIL KITS/SETS	(6.9)	8.5	(18.0)	0.4	0.5	(1.2)	(20.1)	(7.6)	(28.2)	16.4	17.5	14.3	10.5	10.7	(3.9)
COSMETICS-NAIL POLISH REMOVER	80.9	70.3	(28.9)	0.2	0.2	(0.1)	69.0	75.4	(38.3)	7.1	(2.9)	15.2	(36.3)	(13.6)	(6.7)

Source: Nielsen

BoFA GLOBAL RESEARCH

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

For the periods ending December 30

Period ending: 12/30/23	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>3.8</b>	<b>2.7</b>	<b>1.5</b>	<b>(0.4)</b>	<b>(0.6)</b>	<b>(1.0)</b>	<b>(0.5)</b>	<b>(2.3)</b>	<b>(7.2)</b>	<b>4.4</b>	<b>5.1</b>	<b>9.4</b>	<b>(2.2)</b>	<b>(2.0)</b>	<b>(2.8)</b>
Toothpaste	10.8	8.8	6.4	0.1	(0.2)	(0.7)	3.0	0.4	(2.9)	7.7	8.2	9.6	(9.0)	(9.1)	(4.2)
Dish Soap-Light Duty	(13.5)	(12.3)	(4.2)	(3.1)	(3.2)	(2.4)	(13.5)	(13.6)	(13.5)	0.0	2.1	11.2	3.9	2.6	(2.6)
Manual Toothbrushes	6.7	6.7	1.9	0.6	0.6	(0.7)	13.2	11.7	2.5	(5.8)	(4.5)	(0.6)	(3.1)	(2.5)	(2.8)
Hand Soap	(3.8)	(4.2)	(4.1)	(1.9)	(1.8)	(2.4)	(4.1)	(4.6)	(12.7)	0.0	0.7	9.9	8.8	10.2	1.6
Fabric Softeners-Liquid	(2.9)	(5.4)	(3.3)	(0.6)	(1.1)	(0.8)	(11.1)	(14.3)	(14.9)	9.2	9.3	13.0	0.1	0.1	(3.2)
Household Cleaners-Multi Purpose	4.1	4.6	0.3	(0.6)	(0.5)	(1.2)	(18.3)	(18.0)	(22.8)	27.4	27.6	29.9	(0.2)	4.2	(1.9)
Body Wash	12.0	7.0	(3.1)	(0.3)	(0.4)	(0.9)	(1.1)	(1.2)	(12.5)	13.2	8.6	10.5	4.2	3.5	1.6
Soap-Bar	2.3	2.1	7.4	(0.4)	(0.3)	(0.4)	1.6	0.2	(6.4)	0.9	1.9	14.8	(1.5)	(4.0)	(6.5)
Deodorant	1.8	(0.7)	(1.7)	(0.1)	(0.2)	(0.3)	(7.5)	(11.8)	(13.8)	10.0	12.5	14.1	8.4	4.1	(2.0)
Power Toothbrushes	11.2	9.3	7.6	0.7	0.7	0.5	7.2	5.7	6.3	3.7	3.4	1.3	(5.3)	(4.1)	(2.6)
Mouthwash	29.8	34.4	5.1	0.3	0.5	(0.2)	32.6	35.4	(0.4)	(2.3)	(0.4)	5.2	5.2	6.9	(4.9)
Oral Treatments	22.9	17.6	11.2	1.0	0.9	0.6	7.6	3.8	2.2	14.2	13.2	8.7	(15.9)	(16.5)	(3.4)
Fabric Softeners-Dry	3.0	3.3	2.3	0.1	0.2	0.1	3.4	3.1	2.9	(2.0)	0.0	(2.0)	9.2	8.7	5.2
Abrasive Cleaners	(19.9)	(26.8)	(17.6)	(2.1)	(3.1)	(2.1)	(36.3)	(42.0)	(34.0)	25.9	25.9	23.5	(4.4)	(10.3)	(11.6)
Oral Care Combination Treatments And Programs	(0.9)	(1.9)	(14.5)	0.4	(1.1)	(3.4)	(0.3)	(1.9)	(21.3)	(0.6)	0.0	8.6	6.7	8.0	11.2
After Shave Cosmetics	11.2	9.1	12.4	0.2	0.2	0.4	(11.2)	(13.5)	(3.9)	25.3	26.1	17.0	0.3	0.2	(0.4)
Detergent-Dish-Automatic	(98.9)	(98.8)	(87.2)	(0.5)	(0.5)	(0.5)	(99.1)	(99.1)	(87.0)	29.6	33.7	(1.3)	(0.7)	(1.5)	11.1

Source: NielsenIQ

BoFA GLOBAL RESEARCH

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

For the periods ending December 30

Period ending: 12/30/23	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>52.9</b>	<b>49.3</b>	<b>57.5</b>	<b>4.8</b>	<b>4.9</b>	<b>4.8</b>	<b>53.3</b>	<b>51.3</b>	<b>61.2</b>	<b>(0.2)</b>	<b>(1.3)</b>	<b>(2.3)</b>	<b>(4.1)</b>	<b>(2.6)</b>	<b>(0.8)</b>
Cosmetics-Facial	68.1	67.9	88.3	6.5	6.8	7.1	57.3	61.1	83.1	6.8	4.2	2.8	(6.5)	(3.5)	(0.1)
Cosmetics-Eye	24.8	19.8	24.3	1.5	1.3	1.1	35.6	30.8	37.4	(7.9)	(8.4)	(9.5)	(2.5)	(3.3)	(1.8)
Cosmetic Implements	21.8	21.7	26.8	5.5	5.3	4.6	26.2	25.7	28.1	(3.5)	(3.1)	(1.0)	(4.9)	(2.6)	(1.1)
Face Cleansers, Cremes & Lotions	82.7	72.7	72.6	0.5	0.4	0.4	77.7	66.2	56.5	2.8	3.9	10.3	(3.5)	(1.0)	(3.9)
Cosmetics-Lipstick	152.3	114.6	61.4	3.8	2.8	1.3	101.5	80.1	35.8	25.2	19.1	18.9	8.3	4.3	0.7

Source: NielsenIQ

BoFA GLOBAL RESEARCH

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

For the periods ending December 30

Period ending: 12/30/23	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>8.9</b>	<b>12.8</b>	<b>23.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.2</b>	<b>11.0</b>	<b>18.2</b>	<b>31.5</b>	<b>(1.9)</b>	<b>(4.6)</b>	<b>(6.4)</b>	<b>(3.5)</b>	<b>(1.4)</b>	<b>(2.0)</b>
Diapers-Disposable	0.1	7.9	21.0	(0.0)	0.1	0.3	(7.1)	2.9	19.1	7.9	4.9	1.5	(5.6)	(3.6)	(4.0)
Baby Wipe	11.3	17.5	33.2	0.1	0.2	0.5	6.5	12.9	27.2	4.5	4.5	4.5	(4.7)	0.8	(0.8)
Bath & Shower Wipes	2.5	9.1	82.9	0.2	0.4	1.9	5.3	18.1	59.2	(3.2)	(7.6)	14.9	20.3	12.6	(0.2)
Hand & Body Lotions	(13.7)	(13.2)	(0.6)	(0.0)	(0.0)	(0.0)	(24.9)	(16.0)	(3.2)	14.9	3.2	2.7	(2.6)	0.4	3.6
Face Cleansers, Cremes & Lotions	21.2	25.2	46.1	0.0	0.0	0.0	3.4	5.6	24.8	17.2	18.5	17.1	(3.4)	0.4	(5.9)
Crema Rinses & Conditioners	21.6	22.4	21.5	0.1	0.1	0.1	13.7	16.4	14.4	7.0	5.2	6.2	3.4	3.1	(0.9)
Cosmetics-Eye	(17.1)	(23.1)	(19.1)	(0.0)	(0.0)	(0.0)	(15.3)	(21.0)	(21.3)	(2.1)	(2.7)	2.8	(5.1)	0.2	(6.2)
Cosmetics-Facial	(23.7)	(30.5)	(23.1)	(0.0)	(0.0)	(0.0)	(41.1)	(44.1)	(32.2)	29.6	24.4	13.5	(6.0)	(2.9)	7.8
Laundry Detergent-Total	(28.9)	(14.7)	11.8	(0.0)	(0.0)	0.0	(29.0)	(14.8)	6.4	0.1	0.1	5.1	15.7	9.4	4.8
Hbc Combination Packs	180.9	202.1	394.4	0.2	0.3	0.6	994.6	1419.8	2015.6	(74.3)	(80.1)	(76.6)	(25.4)	(23.2)	(18.6)
Body Wash	245.1	257.7	671.0	0.0	0.0	0.0	201.4	210.9	589.0	14.5	15.1	11.9	(16.0)	(20.3)	(3.6)
Cosmetics-Lipstick	(78.5)	(63.1)	(12.6)	(0.0)	(0.0)	(0.0)	(20.3)	(20.0)	(23.3)	(73.0)	(53.9)	14.0	11.7	12.4	3.0
Household Cleaners-Multi Purpose	(94.8)	(96.5)	(76.6)	(0.0)	(0.0)	(0.0)	(93.4)	(94.3)	(68.4)	(22.1)	(37.9)	(26.2)	(3.6)	(14.1)	(27.2)

Source: NielsenIQ

BoFA GLOBAL RESEARCH



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

For the periods ending December 30

Period ending: 12/30/23	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>0.6</b>	<b>0.5</b>	<b>2.6</b>	<b>(0.7)</b>	<b>(0.9)</b>	<b>(1.1)</b>	<b>(1.5)</b>	<b>(2.2)</b>	<b>(1.9)</b>	<b>2.2</b>	<b>2.8</b>	<b>4.6</b>	<b>3.7</b>	<b>2.6</b>	<b>1.1</b>
TOILET TISSUE-DRY	(0.8)	(0.9)	1.9	(0.7)	(0.7)	(0.9)	1.8	(0.0)	(1.8)	(2.7)	(0.9)	3.7	6.9	5.5	3.9
DIAPERS-DISPOSABLE	0.8	2.8	2.2	0.1	0.2	(0.6)	(0.4)	1.8	(0.5)	1.2	1.0	2.6	(4.5)	(0.6)	(3.7)
ADULT-INCONTINENCE	3.5	2.6	4.3	(2.2)	(2.3)	(1.9)	(7.0)	(7.4)	(3.1)	11.2	10.8	7.6	4.7	3.5	0.2
TRAINING PANTS	1.1	(0.7)	2.1	0.0	(0.9)	(0.7)	2.5	(1.4)	0.1	(1.2)	0.7	2.0	8.2	(0.5)	4.3
PAPER TOWELS	4.3	6.4	11.9	0.1	0.2	0.5	0.3	1.6	6.2	4.0	4.7	5.3	0.4	(0.9)	0.9
FACIAL TISSUE	(3.1)	(6.6)	(4.0)	(0.1)	(1.4)	(2.8)	(10.0)	(12.7)	(11.7)	5.6	5.6	5.9	3.3	(1.1)	(5.2)
BABY WIPE	5.4	5.7	4.5	(0.1)	(0.4)	(1.4)	2.9	2.5	(2.4)	2.9	6.1	6.3	2.8	6.8	2.7
SANITARY NAPKINS	(5.4)	(4.6)	(1.6)	(0.8)	(0.7)	(0.7)	(8.4)	(7.6)	(4.1)	2.9	2.9	3.0	3.3	1.0	0.1
TOILET TISSUE-WET	(2.3)	(1.1)	6.2	(4.2)	(4.1)	(3.1)	(1.4)	(1.5)	0.6	0.0	0.0	6.5	10.4	11.0	8.2
TAMPONS	(2.5)	(4.5)	(7.0)	(0.4)	(0.6)	(0.8)	(6.1)	(8.8)	(11.4)	3.8	4.6	5.1	5.0	4.4	1.1
BATH & SHOWER WIPES	5.7	1.6	(14.0)	0.1	0.0	0.0	1.5	(1.5)	(12.7)	4.4	2.9	(1.4)	(0.0)	(0.1)	(2.3)
PAPER NAPKINS	(87.5)	(94.8)	(99.5)	(0.0)	(0.0)	(0.0)	(32.4)	(76.9)	(99.8)	(81.0)	(80.0)	150.0	(10.8)	(2.7)	(36.8)

Source: Nielsen

BofA GLOBAL RESEARCH

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

For the periods ending December 30

Period ending: 12/30/23	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>0.2</b>	<b>(2.0)</b>	<b>1.9</b>	<b>(0.2)</b>	<b>(0.5)</b>	<b>(0.3)</b>	<b>(7.0)</b>	<b>(9.3)</b>	<b>(6.7)</b>	<b>7.8</b>	<b>8.1</b>	<b>9.2</b>	<b>0.0</b>	<b>(0.9)</b>	<b>(0.7)</b>
PAIN REMEDIES	0.1	(5.6)	2.9	0.8	(0.5)	0.6	(2.4)	(10.5)	(4.7)	2.5	5.4	8.0	6.6	2.2	1.0
COUGH & COLD REMEDIES	0.8	(2.5)	0.9	0.4	0.4	0.3	(7.8)	(10.8)	(8.9)	9.3	9.4	10.8	0.3	0.4	(1.2)
FACE CLEANSERS, CREAMS & LOTIONS	(2.6)	(4.1)	(2.0)	(2.3)	(2.3)	(2.4)	(10.1)	(11.4)	(10.1)	8.3	8.2	9.0	(0.6)	(0.3)	(1.6)
MOUTHWASH	9.6	8.2	8.8	(1.7)	(2.0)	(1.4)	(4.5)	(4.9)	(3.3)	14.6	14.0	12.6	(12.9)	(11.4)	1.5
FIRST AID TREATMENTS	5.9	4.9	5.7	1.7	1.4	1.6	(5.5)	(6.4)	(5.1)	12.1	12.1	11.5	2.1	0.3	(0.7)
GASTROINTESTINAL PRODUCTS	2.0	3.3	4.5	(0.1)	0.1	0.0	(8.3)	(5.2)	(8.2)	11.2	9.0	13.8	(1.4)	0.3	(3.3)
HAND & BODY LOTIONS	0.5	1.5	1.1	(0.5)	(0.5)	(0.8)	(12.5)	(11.0)	(9.2)	15.0	14.0	11.3	(4.6)	(3.7)	(0.3)
ADHESIVE BANDAGES	2.5	1.6	3.7	(0.8)	(1.2)	(0.6)	(6.8)	(7.6)	(5.3)	10.3	10.2	9.9	3.2	0.9	(1.2)
MAKEUP REMOVERS	2.1	(0.7)	4.7	0.6	0.5	(0.7)	(4.0)	(7.0)	(1.1)	6.4	6.7	5.8	(1.4)	(0.9)	(3.2)
BABY BATH & SKIN	1.3	0.4	7.2	0.4	0.2	0.9	(8.4)	(8.6)	(2.3)	10.7	9.9	9.8	(5.0)	(5.6)	(2.5)
SHAMPOO	(12.0)	(14.1)	(14.9)	(1.6)	(1.7)	(1.9)	(17.0)	(17.3)	(18.5)	6.0	3.9	4.5	(1.6)	1.1	1.8
BODY WASH	(3.7)	(3.7)	0.7	(1.1)	(0.9)	(0.7)	(18.0)	(18.6)	(12.8)	17.3	18.5	15.3	0.6	(6.4)	(4.1)
CREME RINSES & CONDITIONERS	(14.7)	(14.6)	(11.2)	(1.9)	(1.9)	(1.7)	(18.2)	(18.4)	(18.7)	4.4	4.6	9.2	(0.1)	3.5	3.4
SUNTAN PREPS	7.2	11.4	10.9	(0.1)	(0.1)	0.6	(6.0)	(0.3)	1.7	14.1	11.8	9.0	1.3	1.4	(2.6)
COSMETICS-FACIAL	(6.4)	(6.7)	6.4	(0.9)	(0.8)	(0.5)	(7.7)	(6.9)	1.6	1.5	0.2	4.7	(0.6)	(0.2)	(0.9)
EYE CARE	14.8	9.7	9.8	0.4	0.2	0.1	3.2	(0.3)	1.2	11.2	9.9	8.5	3.8	2.6	2.6
VITAMINS AND SUPPLEMENTS	(22.4)	(26.2)	(24.1)	(0.1)	(0.2)	(0.1)	(20.9)	(24.4)	(29.4)	(2.0)	(2.5)	7.3	3.6	10.8	7.3
TOPICAL ANALGESICS	28.2	23.6	13.5	0.4	0.4	0.2	16.0	12.0	2.5	10.5	10.4	10.8	(3.5)	(1.7)	(1.2)
COSMETICS-LIPSTICK	0.3	(0.1)	7.5	(0.2)	(0.2)	(0.1)	(2.1)	(3.0)	(0.9)	2.5	3.0	8.4	4.8	2.2	(6.2)
HAIR STYLING PRODUCTS	(3.9)	(1.5)	1.0	(0.2)	(0.1)	(0.2)	(4.8)	(5.4)	(8.7)	0.9	4.1	10.7	6.3	4.4	0.1
COSMETICS-EYE	4.6	8.1	17.5	0.0	0.1	0.1	14.2	16.3	22.5	(8.4)	(7.1)	(4.1)	1.8	(0.1)	(3.6)
SHAVING CREAM	8.7	7.4	3.9	(0.1)	(0.0)	(0.1)	5.9	4.2	(0.1)	2.5	3.0	3.9	2.1	(4.1)	(6.1)
SLEEPING AIDS	(30.8)	(29.6)	(20.4)	(1.2)	(1.2)	(0.9)	(29.6)	(28.2)	(23.9)	(1.7)	(2.0)	4.6	10.3	7.7	(0.2)
HBC COMBINATION PACKS	(21.8)	(33.1)	1.2	0.0	(0.1)	0.2	(9.2)	(29.8)	(13.0)	(13.9)	(4.7)	16.3	17.8	8.0	(7.2)
TOOTHPASTE	7.5	7.6	11.5	(0.0)	(0.0)	0.0	1.0	(0.1)	(3.4)	6.5	7.7	15.3	(32.8)	(35.0)	(7.2)
HAIR SPRAY	(82.0)	(85.0)	(82.0)	(0.4)	(0.5)	(0.6)	(84.6)	(87.9)	(83.9)	17.4	23.5	11.4	15.7	14.3	9.7
HAIR COLORING-WOMEN'S	(60.1)	(56.2)	(52.5)	(0.0)	(0.0)	(0.0)	(58.6)	(58.3)	(50.0)	(3.5)	5.1	(5.1)	16.5	16.4	28.5

Source: Nielsen

BofA GLOBAL RESEARCH

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

For the periods ending December 30

Period ending: 12/30/23	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>4.7</b>	<b>3.8</b>	<b>6.1</b>	<b>0.5</b>	<b>0.4</b>	<b>0.1</b>	<b>0.6</b>	<b>(0.7)</b>	<b>(1.0)</b>	<b>4.1</b>	<b>4.6</b>	<b>7.1</b>	<b>(0.9)</b>	<b>(0.9)</b>	<b>0.1</b>
Laundry Detergent-Liquid Hd	3.5	3.4	2.3	0.5	0.9	(0.5)	4.2	4.2	1.3	(0.8)	(0.8)	0.8	(2.6)	(4.1)	(0.8)
Paper Towels	0.1	0.6	1.9	(1.3)	(1.3)	(1.7)	(7.6)	(8.1)	(9.3)	8.3	9.4	12.3	(2.8)	2.4	1.2
Toilet Tissue-Dry	3.3	1.7	4.9	0.2	(0.3)	(0.3)	(0.5)	(4.1)	(3.3)	3.8	6.1	8.5	3.3	(1.1)	3.4
Diapers-Disposable	(3.9)	(2.3)	1.9	(2.2)	(2.3)	(1.3)	(7.1)	(5.6)	(4.3)	3.4	3.4	6.3	(5.6)	(0.6)	(2.3)
Deodorant	15.0	13.2	16.9	3.4	2.5	1.6	7.8	5.0	4.8	6.8	7.8	11.5	2.7	(0.2)	(1.9)
Laundry Detergent-Unit Dose	4.9	4.6	6.8	(0.2)	(0.4)	(1.0)	6.3	4.5	5.2	(1.0)	0.0	1.7	0.1	0.0	3.8
Air Fresheners	12.5	9.9	11.1	2.2	1.7	2.1	9.2	7.1	5.2	3.1	2.6	5.6	(3.2)	(1.6)	0.6
Cough & Cold Remedies	2.9	(5.0)	2.3	1.1	0.3	0.5	(6.9)	(14.4)	(8.3)	10.5	10.9	11.5	(0.7)	2.4	1.5
Dish Soap-Light Duty	4.6	5.4	9.8	1.4	1.0	1.0	1.7	1.5	1.3	3.0	4.3	8.3	(1.2)	(3.0)	1.4
Sanitary Napkins	2.2	2.4	5.4	0.2	0.3	0.4	0.3	(0.2)	(0.6)	2.1	2.6	6.1	(2.8)	(0.7)	(0.5)
Toothpaste	12.5	11.7	10.6	0.7	0.7	0.6	1.5	0.2	(1.0)	10.9	11.5	11.7	(2.2)	(6.1)	(4.9)
Shampoo	14.2	14.0	14.7	1.7	2.1	2.1	4.3	4.0	0.9	9.4	9.5	13.7	(4.3)	(0.9)	(0.9)
Detergent-Dish-Automatic	8.1	6.7	8.2	1.4	0.4	(0.1)	0.8	(0.3)	(2.5)	7.3	7.0	11.0	1.4	2.2	2.0
Fabric Softeners-Liquid	2.8	4.2	4.3	1.6	2.1	1.9	(8.3)	(6.4)	(2.5)	12.2	11.3	7.4	(6.2)	(7.5)	(3.1)
Gastrointestinal Products	2.2	0.1	5.7	(0.1)	(0.2)	0.2	(0.1)	(1.9)	1.0	2.3	2.1	4.7	(1.7)	(0.9)	0.5
Body Wash	52.3	40.5	28.3	6.6	5.1	3.0	26.4	23.5	16.5	20.5	13.5	10.0	4.9	2.4	1.4
Toothbrushes Total	3.3	2.9	4.5	0.1	0.1	0.8	(4.3)	(4.8)	(4.4)	7.9	8.0	9.3	1.4	(2.2)	1.5
Tampons	4.8	4.1	2.7	2.2	2.4	1.7	4.2	2.9	(2.6)	0.7	1.1	5.4	(0.6)	3.4	(3.6)
Brooms/Mops & Wax Applicators	3.2	3.0	4.4	1.3	1.7	1.4	(3.0)	(3.9)	(6.8)	6.5	7.0	12.1	(15.0)	(8.5)	0.5
Razor Blades	(5.7)	(7.2)	(3.3)	(2.5)	(2.8)	(2.2)	(3.9)	(5.6)	(6.8)	(1.9)	(1.6)	3.7	3.8	1.2	0.6
Fabric Softeners-Dry	(0.5)	(0.9)	0.7	0.9	1.2	0.4	(4.1)	(4.5)	(0.8)	4.1	4.1	2.1	1.7	0.2	1.7
Facial Tissue	(5.5)	(5.8)	2.9	(1.0)	(0.9)	(0.1)	(6.9)	(7.4)	(2.6)	0.0	5.3	5.3	(4.9)	0.8	(1.6)
Face Cleansers, Cremes & Lotions	(1.0)	(1.5)	0.3	(1.1)	(1.0)	(1.0)	(0.0)	(0.8)	(1.1)	(1.0)	(0.6)	1.4	(3.1)	(4.0)	(3.5)
Creme Rinses & Conditioners	16.1	16.6	17.6	3.3	3.5	3.1	5.3	5.4	1.2	10.2	10.5	16.1	(5.4)	(1.8)	(1.1)
Baby Wipe	0.2	2.9	5.4	(1.3)	(1.0)	(1.0)	(7.7)	(5.2)	(5.3)	8.3	8.6	11.8	1.1	6.8	(1.5)
Adult-Incontinence	14.8	11.7	11.6	1.0	0.6	0.5	23.6	15.6	6.4	(7.2)	(3.4)	4.9	16.6	7.7	4.0
Power Toothbrushes	4.4	2.8	4.1	1.2	1.0	1.1	2.5	1.4	0.7	1.9	1.3	3.4	0.7	(3.6)	(0.1)
Laundry Detergent-Packaged	4.9	4.3	2.2	(3.9)	(4.1)	(4.3)	1.6	0.8	(0.3)	3.4	3.4	2.6	(0.6)	0.1	(0.3)
Razors-Disposable	(3.4)	(4.3)	(1.7)	(0.8)	(1.0)	(0.9)	(2.7)	(3.6)	(1.9)	(0.7)	(0.7)	0.2	5.0	1.1	(1.1)
Mouthwash	2.5	1.2	2.1	(2.1)	(2.2)	(2.0)	(4.2)	(6.7)	(5.0)	6.7	8.3	7.3	(2.2)	(6.8)	0.1
Razors-Non-Disposable	11.2	9.1	5.3	4.3	2.8	(0.0)	30.8	23.7	13.5	(15.0)	(11.8)	(7.2)	17.6	0.7	0.8
Household Cleaners-Multi Purpose	8.0	9.0	14.4	(0.1)	0.1	0.7	(5.6)	(2.8)	(0.0)	14.4	12.1	14.4	(1.5)	4.3	3.8
Manual Toothbrushes	1.3	3.0	5.1	(1.3)	(0.7)	0.6	(7.1)	(7.1)	(6.1)	9.1	10.9	11.9	1.0	(2.1)	1.9
Training Pants	(8.6)	(7.1)	0.4	(2.0)	(1.7)	(0.6)	(11.7)	(10.8)	(5.6)	3.5	4.1	6.4	0.7	1.4	(2.2)
Dental Floss	4.5	2.2	7.3	1.1	0.4	0.5	6.4	3.0	(0.5)	(1.5)	(1.5)	7.9	(4.7)	(7.9)	(1.7)
Tooth Whiteners	1.1	(4.7)	(3.2)	(2.0)	(3.8)	(4.5)	1.5	(3.7)	(4.2)	(0.5)	(0.9)	1.1	(1.5)	(0.4)	(2.6)
Sleeping Aids	5.0	5.1	4.5	3.5	3.3	2.0	(7.3)	(7.5)	(3.7)	13.3	13.6	8.5	(0.8)	(1.1)	(1.9)
Hair Styling Products	7.6	5.7	15.8	0.1	(0.1)	0.7	(12.3)	(14.6)	(7.1)	22.8	23.8	24.6	1.5	1.4	2.6
Floor Care Cleaners	0.7	0.9	7.5	(0.5)	(0.5)	0.7	(9.9)	(10.5)	(6.4)	11.8	13.2	14.8	(12.2)	(7.2)	0.5
Razor Trimmer	(11.3)	(9.4)	(5.1)	(0.8)	(0.4)	(0.2)	(10.5)	(10.7)	(11.5)	(1.0)	1.5	7.3	6.0	6.2	2.3
Soap-Bar	8.4	5.3	6.9	0.0	(0.0)	(0.3)	(6.6)	(10.3)	(13.4)	15.8	17.6	23.3	(1.4)	(0.2)	(1.9)
Shaving Cream	(0.1)	(0.7)	1.4	(2.0)	(1.6)	(1.2)	(3.4)	(5.2)	(6.2)	3.5	4.9	8.2	(0.7)	2.0	3.5
Hair Spray	16.5	(4.4)	10.6	0.2	(1.7)	(0.3)	(34.8)	(42.2)	(18.6)	78.8	65.5	35.8	(0.8)	1.7	2.5
Hand & Body Lotions	1.5	6.6	17.3	(0.1)	0.0	0.2	(10.6)	(0.8)	13.9	13.4	7.5	3.2	(38.4)	(20.8)	(5.1)
Toilet Tissue-Wet	(1.5)	1.1	5.1	(0.5)	(0.5)	(0.5)	(4.9)	(4.4)	(3.7)	3.8	5.8	8.0	(2.6)	6.3	4.5
Hbc Combination Packs	(95.1)	(95.0)	(94.1)	(13.8)	(15.2)	(11.9)	(62.6)	(64.5)	(63.4)	(87.0)	(85.9)	(84.0)	(8.6)	(9.0)	(8.1)
After Shave Cosmetics	(1.6)	(1.2)	0.6	(1.8)	(1.3)	(0.8)	(4.2)	(4.2)	(7.7)	2.7	3.1	8.9	(0.5)	(1.0)	(3.1)
Feminine Hygiene	(22.5)	(23.5)	(3.0)	(0.6)	(0.6)	(0.1)	(23.9)	(24.7)	(6.7)	1.8	1.6	4.0	(28.8)	(23.3)	(3.8)
Makeup Removers	3.3	0.1	(5.4)	0.0	0.0	(0.1)	2.8	4.4	(9.8)	0.5	(4.1)	4.9	(26.9)	(9.4)	(5.1)
Cosmetics-Facial	(10.1)	(9.1)	(12.5)	(0.0)	(0.0)	(0.0)	(13.7)	(11.8)	(21.5)	4.1	3.0	11.5	(5.4)	(11.9)	(14.6)

Source: NielsenIQ

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