

# Latin America Division

Monthly Deck – Feb 2024



# Market Growth Rates



# Market Growth Rates

Market	Volume			Value (Const. USD)		
	22 vs. 21	23 vs. 22	YTD'24 vs. YTD'23	22 vs. 21	23 vs. 22	YTD'24 vs. YTD'23
Latin America						
<b>Total Market</b>	<b>-1.9</b>	<b>2.6</b>	<b>3.6</b>	<b>12.1</b>	<b>14.9</b>	<b>11.6</b>
<b>Oral Care</b>	<b>-1.4</b>	<b>3.1</b>	<b>1.5</b>	<b>10.0</b>	<b>14.8</b>	<b>14.2</b>
Producto X	-2.5	2.5	1.1	10.5	15.5	16.0
Producto A	1.8	2.8	0.8	10.7	10.7	9.7
Producto M	-2.3	7.0	4.5	6.1	19.2	14.5
<b>Personal Care</b>	<b>-2.5</b>	<b>3.4</b>	<b>4.5</b>	<b>15.5</b>	<b>17.9</b>	<b>12.3</b>
Producto B	-4.8	0.4	2.7	20.0	17.0	9.1
Producto S	-2.8	2.8	4.4	10.6	16.8	12.6
Producto U	3.4	6.6	5.7	20.4	20.8	16.8
Producto W	1.2	18.8	12.8	16.4	29.4	17.9
Producto L	-9.4	-0.4	6.1	0.5	8.9	10.3
<b>Home Care</b>	<b>-1.8</b>	<b>1.4</b>	<b>4.6</b>	<b>9.7</b>	<b>9.7</b>	<b>7.5</b>
Producto F	0.0	0.3	5.7	11.0	8.2	5.8
Producto C	-2.4	2.0	5.0	9.6	10.7	9.1
Producto D	-2.9	1.4	2.2	8.2	9.5	5.9
<b>A1 + A8</b>	<b>-3.7</b>	<b>1.4</b>	<b>1.9</b>	<b>15.2</b>	<b>16.3</b>	<b>12.4</b>
<b>Company P Weighted</b>	<b>-2.5</b>	<b>2.7</b>	<b>3.3</b>	<b>14.9</b>	<b>17.5</b>	<b>14.6</b>



Source: Market Data Analyzer - Update : Feb 2024



# Market Growth Rates

Latin America	Volume								Value (Const. USD)							
	Q2'22	Q3'22	Q4'22	Q1'23	Q2'23	Q3'23	Q4'23	Q1'24*	Q2'22	Q3'22	Q4'22	Q1'23	Q2'23	Q3'23	Q4'23	Q1'24*
<b>Total Market</b>	-2.1	-2.7	-1.3	0.1	1.5	4.2	4.7	3.6	11.5	12.5	15.5	16.5	14.9	15.4	13.1	11.6
<b>Oral Care</b>	-2.3	-1.5	-1.1	1.4	2.3	4.4	4.4	1.5	8.5	11.1	13.5	16.3	15.0	14.9	13.1	14.2
Producto X	-3.2	-2.2	-2.2	0.0	1.6	4.0	4.2	1.1	9.0	12.3	14.7	16.8	15.9	15.8	13.6	16.0
Producto A	0.9	0.0	1.0	2.1	2.4	3.6	2.9	0.8	10.2	9.5	10.2	12.5	10.4	10.5	9.5	9.7
Producto M	-3.7	-0.7	0.8	6.5	5.9	7.7	7.8	4.5	3.4	8.7	14.0	21.8	19.4	19.1	17.0	14.5
<b>Personal Care</b>	-2.7	-3.7	-1.5	0.0	2.2	5.6	5.9	4.5	14.9	16.1	19.4	20.1	18.4	18.4	15.2	12.3
Producto B	-4.5	-5.8	-5.2	-4.3	-1.9	2.6	5.3	2.7	19.3	21.2	24.6	22.8	18.5	16.2	11.6	9.1
Producto S	-2.6	-4.4	-1.3	0.6	0.1	5.5	5.0	4.4	10.4	10.6	14.8	16.9	15.4	18.6	16.4	12.6
Producto U	2.4	2.3	5.4	4.5	9.9	7.4	4.5	5.7	20.6	20.6	21.9	21.9	22.9	21.1	17.8	16.8
Producto W	-1.6	0.8	7.3	14.2	18.0	23.1	19.7	12.8	12.6	16.9	23.9	31.6	29.8	30.9	25.8	17.9
Producto L	-10.1	-10.6	-11.6	-5.7	-2.3	1.5	5.3	6.1	-1.4	0.7	0.7	4.4	8.6	10.0	12.5	10.3
<b>Home Care</b>	-1.5	-2.7	-1.5	-0.8	-0.2	2.5	3.9	4.6	9.8	9.3	12.1	11.4	9.1	10.0	8.4	7.5
Producto F	0.5	-1.5	-0.8	-1.4	-0.7	0.7	2.4	5.7	11.3	9.7	12.4	11.5	8.2	7.7	5.6	5.8
Producto C	-1.6	-3.2	-1.7	-0.4	-0.3	3.3	5.3	5.0	10.2	9.5	12.0	11.6	9.2	11.3	10.6	9.1
Producto D	-4.1	-3.1	-2.0	-0.8	0.9	2.7	2.8	2.2	7.1	8.4	11.9	10.9	10.3	10.2	6.7	5.9
<b>A1 + A8</b>	-3.9	-4.1	-3.8	-2.2	-0.2	3.3	4.8	1.9	14.0	16.8	19.6	19.8	17.2	16.0	12.6	12.4
<b>Company P Weighted</b>	-3.0	-3.2	-2.2	-0.4	1.3	4.4	5.3	3.3	13.9	15.8	19.0	20.1	17.8	17.6	14.7	14.6

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Source: Market Data Analyzer - Update : Feb 2024



# Market Growth Rates







Latin America	Volume										Value (Const. USD)									
	Q2'23	Q3'23	Q4'23	Q1'24*	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24	Q2'23	Q3'23	Q4'23	Q1'24*	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24
Total Market	1.5	4.2	4.7	3.6	5.7	5.4	4.1	4.6	1.6	5.7	14.9	15.4	13.1	11.6	15.9	14.4	12.2	12.7	9.8	13.6
Oral Care	2.3	4.4	4.4	1.5	5.1	4.1	4.5	4.5	-0.5	3.6	15.0	14.9	13.1	14.2	14.9	13.1	12.2	13.9	12.2	16.4
Producto X	1.6	4.0	4.2	1.1	4.7	4.0	4.3	4.3	-0.7	3.0	15.9	15.8	13.6	16.0	15.4	13.8	12.6	14.5	14.0	18.1
Producto A	2.4	3.6	2.9	0.8	4.7	2.8	2.8	3.0	-1.3	3.1	10.4	10.5	9.5	9.7	11.2	9.2	9.0	10.3	7.8	11.8
Producto M	5.9	7.7	7.8	4.5	8.1	7.2	7.8	8.4	1.8	7.3	19.4	19.1	17.0	14.5	19.4	17.2	16.2	17.5	12.1	16.9
Personal Care	2.2	5.6	5.9	4.5	7.8	7.7	4.9	5.1	2.5	6.8	18.4	18.4	15.2	12.3	19.4	18.0	13.9	13.7	10.5	14.1
Producto B	-1.9	2.6	5.3	2.7	5.5	5.7	5.0	5.2	0.8	4.8	18.5	16.2	11.6	9.1	16.1	14.1	10.5	10.3	7.5	10.9
Producto S	0.1	5.5	5.0	4.4	7.1	7.7	3.2	4.3	2.3	6.6	15.4	18.6	16.4	12.6	19.9	18.7	15.1	15.6	11.1	14.2
Producto U	9.9	7.4	4.5	5.7	9.3	8.1	3.7	1.7	2.7	8.8	22.9	21.1	17.8	16.8	23.7	22.8	16.4	14.2	13.9	19.9
Producto W	18.0	23.1	19.7	12.8	25.8	20.6	19.0	19.6	13.1	12.4	29.8	30.9	25.8	17.9	33.3	28.4	24.1	24.9	17.9	17.9
Producto L	-2.3	1.5	5.3	6.1	3.5	6.1	4.0	5.9	3.8	8.5	8.6	10.0	12.5	10.3	10.2	14.3	11.4	11.9	8.3	12.6
Home Care	-0.2	2.5	3.9	4.6	3.6	3.5	3.4	5.0	2.4	7.1	9.1	10.0	8.4	7.5	9.7	8.7	7.9	8.5	5.6	9.7
Producto F	-0.7	0.7	2.4	5.7	0.6	0.7	2.0	4.5	2.8	9.0	8.2	7.7	5.6	5.8	6.4	5.3	5.4	6.1	3.9	8.0
Producto C	-0.3	3.3	5.3	5.0	5.8	5.2	4.8	5.8	2.9	7.3	9.2	11.3	10.6	9.1	12.3	11.1	10.1	10.7	7.2	11.2
Producto D	0.9	2.7	2.8	2.2	1.9	3.1	1.7	3.4	0.6	3.9	10.3	10.2	6.7	5.9	7.8	7.9	6.1	6.3	4.0	8.0
A1 + A8	-0.2	3.3	4.8	1.9	5.1	4.9	4.6	4.7	0.1	3.9	17.2	16.0	12.6	12.4	15.8	13.9	11.5	12.3	10.6	14.4



Source: Market Data Analyzer - Update : Feb 2024`









# Market Growth Rates

Market	Volume			Value (Const. USD)		
	22 vs. 21	23 vs. 22	YTD'24 vs. YTD'23	22 vs. 21	23 vs. 22	YTD'24 vs. YTD'23
LatAm	-1.9	2.6	3.6	12.1	14.9	11.6
Mexico 	-2.0	1.6	3.5	11.3	13.4	10.3
Brazil 	-1.7	4.3	6,7	12.8	16.7	11,2
Colombia 	0.1	5.4	7.7	19.0	18.5	12.3
CAM 	0.9	4.0	6.5	6.5	8.7	8.8
S. Cone 	-5.4	0.2	-8.6	9.4	23.7	49.4
GCAR 	-2.0	3.7	4.6	9.2	11.3	4.4

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# Market Growth Rates

Latin America	Volume								Value (Const. USD)							
	Q2'22	Q3'22	Q4'22	Q1'23	Q2'23	Q3'23	Q4'23	Q1'24*	Q2'22	Q3'22	Q4'22	Q1'23	Q2'23	Q3'23	Q4'23	Q1'24*
LatAm	-2.1	-2.7	-1.3	0.1	1.5	4.2	4.7	3.6	11.5	12.5	15.5	16.5	14.9	15.4	13.1	11.6
Mexico 	-2.4	-3.2	-2.0	-1.3	0.8	2.9	3.4	3.5	11.0	11.7	13.9	11.9	13.0	13.3	11.3	10.3
Brazil 	-2.2	-2.3	0.6	1.3	1.7	6.1	8.1	6.7	12.0	13.0	18.2	19.4	15.7	16.8	15.1	11.2
Colombia 	2.9	0.1	-0.3	2.5	5.3	6.2	7.7	7.7	21.6	20.0	22.5	21.0	19.2	18.3	15.9	12.3
CAM 	1.3	-0.8	0.8	1.6	3.6	5.7	5.3	6.5	5.7	6.3	8.6	8.6	9.8	8.9	7.7	8.8
S.Cone 	-6.8	-5.6	-8.6	-2.0	-0.5	2.5	1.7	-9.1	6.6	8.5	10.1	18.2	21.1	25.4	29.7	54.2
GCAR 	-1.7	-5.2	-2.9	-0.4	2.8	5.9	6.6	4.6	6.6	9.0	13.0	13.2	14.1	10.5	7.8	4.4

Source: Market Data Analyzer - Update : Feb 2024

# Market Growth Rates

	Volume										Value (Const. USD)									
Latin America	Q2'23	Q3'23	Q4'23	Q1'24*	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24	Q2'23	Q3'23	Q4'23	Q1'24*	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24
LatAm	1.5	4.2	4.7	3.6	5.7	5.4	4.1	4.6	1.6	5.7	14.9	15.4	13.1	11.6	15.9	14.4	12.2	12.7	9.8	13.6
Mexico 	0.8	2.9	3.4	3.5	3.3	5.8	2.4	2.0	0.3	7.1	13.0	13.3	11.3	10.3	12.9	14.5	10.3	9.2	7.2	14.0
Brazil 	1.7	6.1	8.1	6.7	10.6	7.0	8.0	9.4	5.8	7.7	15.7	16.8	15.1	11.2	19.2	14.8	14.5	16.0	10.6	11.9
Colombia 	5.3	6.2	7.7	7.7	8.2	6.6	8.2	8.5	5.2	10.4	19.2	18.3	15.9	12.3	19.3	16.2	15.5	15.9	11.1	13.7
CAM 	3.6	5.7	5.3	6.5	5.3	5.1	4.3	6.4	5.0	7.9	9.8	8.9	7.7	8.8	7.7	7.8	7.2	8.1	7.4	10.1
S.Cone 	-0.5	2.5	1.7	-9.1	2.3	4.3	1.4	-0.2	-9.7	-8.4	21.1	25.4	29.7	54.2	24.8	29.5	25.2	34.3	49.4	58.9
GCAR 	2.8	5.9	6.6	4.6	4.6	6.7	6.7	6.5	3.0	6.2	14.1	10.5	7.8	4.4	6.9	8.3	7.5	7.7	3.7	5.1

Source: Market Data Analyzer - Update : Feb 2024



# Market Growth Rates - Brazil

Brazil	Volume			Value (Const. USD)		
	22 vs. 21	23 vs. 22	YTD'24 vs. YTD'23	22 vs. 21	23 vs. 22	YTD'24 vs. YTD'23
<b>Total Market</b>	<b>-1.7</b>	<b>4.3</b>	<b>6,7</b>	<b>12.8</b>	<b>16.7</b>	<b>11,2</b>
<b>Oral Care</b>	<b>-1.9</b>	<b>3.2</b>	<b>3,4</b>	<b>10.2</b>	<b>14.1</b>	<b>7,7</b>
Producto X	-3.0	1.8	3,4	11.0	14.4	9,3
Producto A	0.4	4.2	3,1	10.3	11.0	4,5
Producto M	-1.1	7.5	4,0	7.0	18.3	6,4
<b>Personal Care</b>	<b>-1.2</b>	<b>4.7</b>	<b>7,9</b>	<b>14.5</b>	<b>18.9</b>	<b>12,9</b>
Producto B	-2.8	0.8	5,4	24.6	15.0	4,0
Producto WI	4.7	12.9	8,2	19.0	29.8	17,1
Producto L	-1.7	13.0	16,6	6.1	20.8	19,9
Producto S	-1.2	4.9	7,3	10.7	18.1	12,3
<b>Home Care</b>	<b>-3.4</b>	<b>4.4</b>	<b>6,7</b>	<b>9.6</b>	<b>11.4</b>	<b>9,3</b>
Producto C	-3.4	4.4	6,7	9.6	11.4	9,3
<b>A1 + A8</b>	<b>-2.9</b>	<b>1.3</b>	<b>4,5</b>	<b>18.3</b>	<b>14.7</b>	<b>6,3</b>
<b>Company P mix</b>	<b>-2.2</b>	<b>3.0</b>	<b>4,6</b>	<b>13.2</b>	<b>15.1</b>	<b>8,5</b>

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Source: Market Data Analyzer - Update : Feb 2024



# Market Growth Rates - Brazil

Brazil	Volume								Value (Const. USD)							
	Q2'22	Q3'22	Q4'22	Q1'23	Q2'23	Q3'23	Q4'23	Q1'24*	Q2'22	Q3'22	Q4'22	Q1'23	Q2'23	Q3'23	Q4'23	Q1'24*
<b>Total Market</b>	<b>-2.2</b>	<b>-2.3</b>	<b>0.6</b>	<b>1.3</b>	<b>1.7</b>	<b>6.1</b>	<b>8.1</b>	<b>6.7</b>	<b>12.0</b>	<b>13.0</b>	<b>18.2</b>	<b>19.4</b>	<b>15.7</b>	<b>16.8</b>	<b>15.1</b>	<b>11.2</b>
<b>Oral Care</b>	<b>-2.3</b>	<b>-2.2</b>	<b>0.2</b>	<b>1.6</b>	<b>1.6</b>	<b>4.9</b>	<b>4.8</b>	<b>3.4</b>	<b>9.7</b>	<b>11.1</b>	<b>15.0</b>	<b>17.5</b>	<b>13.9</b>	<b>14.4</b>	<b>11.0</b>	<b>7.7</b>
Producto X	-2.9	-2.7	-1.5	-0.7	0.3	3.3	4.2	3.4	10.6	12.7	16.1	17.3	14.8	14.7	11.5	9.3
Producto A	-1.2	-2.2	2.3	2.4	3.6	6.6	4.1	3.1	10.1	8.4	11.5	13.8	9.9	11.9	8.4	4.5
Producto M	-1.6	-0.4	4.0	9.8	3.5	8.4	8.4	4.0	5.1	9.5	16.8	25.7	17.3	17.6	13.7	6.4
<b>Personal Care</b>	<b>-1.6</b>	<b>-2.2</b>	<b>0.6</b>	<b>0.9</b>	<b>1.8</b>	<b>6.6</b>	<b>9.4</b>	<b>7.9</b>	<b>13.7</b>	<b>14.3</b>	<b>20.1</b>	<b>21.5</b>	<b>17.9</b>	<b>18.9</b>	<b>17.4</b>	<b>12.9</b>
Producto B	-3.4	-3.3	-2.8	-4.0	-1.6	2.5	6.5	5.4	23.3	27.1	29.2	24.1	17.3	12.4	8.0	4.0
Producto Wl	1.6	4.3	6.0	11.3	12.0	14.5	13.7	8.2	13.7	20.1	25.8	34.7	30.8	29.9	25.0	17.1
Producto L	-3.7	-1.4	0.1	3.8	8.4	17.1	23.0	16.6	1.3	7.2	12.1	15.5	18.4	23.3	25.5	19.9
Producto S	-1.9	-2.1	1.9	2.4	2.7	7.0	7.3	7.3	9.9	10.5	15.9	18.7	16.9	19.5	17.6	12.3
<b>Home Care</b>	<b>-4.3</b>	<b>-2.8</b>	<b>1.5</b>	<b>2.5</b>	<b>1.5</b>	<b>5.9</b>	<b>7.8</b>	<b>6.7</b>	<b>8.7</b>	<b>10.6</b>	<b>14.8</b>	<b>13.4</b>	<b>9.5</b>	<b>11.6</b>	<b>11.4</b>	<b>9.3</b>
Producto C	-4.3	-2.8	1.5	2.5	1.5	5.9	7.8	6.7	8.7	10.6	14.8	13.4	9.5	11.6	11.4	9.3
<b>A1 + A8</b>	<b>-3.2</b>	<b>-3.0</b>	<b>-2.2</b>	<b>-2.6</b>	<b>-0.7</b>	<b>2.8</b>	<b>5.5</b>	<b>4.5</b>	<b>17.4</b>	<b>20.4</b>	<b>23.3</b>	<b>21.1</b>	<b>16.2</b>	<b>13.4</b>	<b>9.5</b>	<b>6.3</b>
<b>Company P mix</b>	<b>-2.7</b>	<b>-2.4</b>	<b>-0.4</b>	<b>0.4</b>	<b>1.1</b>	<b>4.7</b>	<b>5.9</b>	<b>4.6</b>	<b>12.4</b>	<b>14.6</b>	<b>18.2</b>	<b>19.0</b>	<b>15.2</b>	<b>14.9</b>	<b>11.8</b>	<b>8.5</b>

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Source: Market Data Analyzer - Update : Feb 2024



# Market Growth Rates - Brazil

Brazil	Volume										Value (Const. USD)									
	Q2'23	Q3'23	Q4'23	Q1'24*	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24	Q2'23	Q3'23	Q4'23	Q1'24*	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24
<b>Total Market</b>	1.7	6.1	8.1	6.7	10.6	7.0	8.0	9.4	5.8	7.7	15.7	16.8	15.1	11.3	19.2	14.8	14.5	16.0	10.6	11.2
<b>Oral Care</b>	1.6	4.9	4.8	3.4	7.5	2.9	4.9	6.4	1.6	5.2	13.9	14.4	11.0	7.7	15.3	10.6	10.3	12.1	6.7	7.7
Producto X	0.3	3.3	4.2	3.4	6.0	1.6	4.8	6.2	2.3	4.5	14.8	14.7	11.5	9.3	15.4	10.8	11.0	12.6	8.9	9.3
Producto A	3.6	6.6	4.1	3.1	9.7	4.0	4.0	4.3	0.6	5.9	9.9	11.9	8.4	4.6	14.0	8.6	7.6	9.0	3.0	4.5
Producto M	3.5	8.4	8.4	4.0	9.9	7.1	7.3	10.6	0.8	7.3	17.3	17.6	13.7	6.5	17.2	13.4	12.3	15.3	4.2	6.4
<b>Personal Care</b>	1.8	6.6	9.4	7.9	12.0	8.1	9.2	10.7	7.3	8.4	17.9	18.9	17.4	13.0	21.9	17.0	16.9	18.3	12.6	12.9
Producto B	-1.6	2.5	6.5	5.4	7.2	4.9	6.4	8.1	4.0	6.7	17.3	12.4	8.0	4.0	13.8	8.8	7.1	8.1	3.8	4.0
Producto WI	12.0	14.5	13.7	8.2	20.8	14.5	12.4	14.2	8.3	8.0	30.8	29.9	25.0	17.1	35.5	27.1	23.2	24.6	18.1	17.1
Producto L	8.4	17.1	23.0	16.6	24.7	24.2	21.6	23.1	15.9	17.5	18.4	23.3	25.5	19.9	28.2	27.4	23.7	25.4	19.0	19.9
Producto S	2.7	7.0	7.3	7.3	11.7	7.6	7.1	7.3	6.4	8.2	16.9	19.5	17.6	12.4	22.2	18.0	17.2	17.6	11.8	12.3
<b>Home Care</b>	1.5	5.9	7.8	6.7	9.0	8.0	7.5	7.8	5.1	8.4	9.5	11.6	11.4	9.3	13.9	11.8	10.9	11.4	7.9	9.3
Producto C	1.5	5.9	7.8	6.7	9.0	8.0	7.5	7.8	5.1	8.4	9.5	11.6	11.4	9.3	13.9	11.8	10.9	11.4	7.9	9.3
<b>A1 + A8</b>	-0.7	2.8	5.5	4.5	6.7	3.4	5.7	7.3	3.3	5.7	16.2	13.4	9.5	6.3	14.5	9.7	8.7	10.0	6.0	6.3
<b>Company P mix</b>	1.1	4.7	5.9	4.6	8.0	4.2	6.0	7.4	3.2	6.0	15.2	14.9	11.8	8.5	16.2	11.7	11.1	12.5	7.9	8.5

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Source: Market Data Analyzer - Update : Feb 2024



# Market Growth Rates - Mexico

Mexico	Volume			Value (Const. USD)		
	22 vs. 21	23 vs. 22	YTD'24 vs. YTD'23	22 vs. 21	23 vs. 22	YTD'24 vs. YTD'23
<b>Total Market</b>	<b>-2.0</b>	<b>1.6</b>	<b>3.5</b>	<b>11.3</b>	<b>13.4</b>	<b>10.3</b>
<b>Oral Care</b>	<b>0.1</b>	<b>5.6</b>	<b>3.2</b>	<b>11.2</b>	<b>14.2</b>	<b>11.6</b>
Producto X	-2.0	4.7	1.2	10.2	13.6	9.9
Producto A	5.1	3.6	2.8	13.3	11.6	12.5
Producto M	1.8	13.1	12.0	12.9	22.5	17.5
<b>Personal Care</b>	<b>-2.2</b>	<b>3.1</b>	<b>5.1</b>	<b>15.2</b>	<b>17.9</b>	<b>13.8</b>
Producto U	4.4	9.8	10.4	24.3	22.6	20.0
Producto B	-9.0	-4.3	-3.5	13.4	16.7	3.4
Producto L	-7.1	-6.8	2.4	-4.2	-0.2	4.4
Producto W	8.0	19.3	17.8	18.5	30.7	22.6
Producto S	-4.2	0.9	1.3	10.5	14.9	13.0
<b>Home Care</b>	<b>-2.7</b>	<b>-2.2</b>	<b>1.7</b>	<b>7.2</b>	<b>7.9</b>	<b>6.1</b>
Producto F	-2.5	-1.5	4.9	9.2	7.0	5.2
Producto C	-2.4	-2.8	0.3	6.3	8.0	7.5
Producto D	-3.6	-2.2	-1.6	4.9	9.3	7.0

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Source: Market Data Analyzer - Update : Feb 2024



# Market Growth Rates - Mexico

Mexico	Volume								Value (Const. USD)							
	Q2'22	Q3'22	Q4'22	Q1'23	Q2'23	Q3'23	Q4'23	Q1'24*	Q2'22	Q3'22	Q4'22	Q1'23	Q2'23	Q3'23	Q4'23	Q1'24*
<b>Total Market</b>	<b>-2.4</b>	<b>-3.2</b>	<b>-2.0</b>	<b>-1.3</b>	<b>0.8</b>	<b>2.9</b>	<b>3.4</b>	<b>3.5</b>	<b>11.0</b>	<b>11.7</b>	<b>13.9</b>	<b>11.9</b>	<b>13.0</b>	<b>13.3</b>	<b>11.3</b>	<b>10.3</b>
<b>Oral Care</b>	<b>-3.2</b>	<b>1.5</b>	<b>0.5</b>	<b>4.1</b>	<b>6.6</b>	<b>6.2</b>	<b>5.5</b>	<b>3.2</b>	<b>6.9</b>	<b>15.0</b>	<b>15.3</b>	<b>17.1</b>	<b>16.1</b>	<b>13.2</b>	<b>11.1</b>	<b>11.6</b>
Producto X	-5.3	-0.8	-2.1	2.1	4.8	6.4	5.5	1.2	5.4	14.2	15.1	16.8	15.1	13.2	9.9	9.9
Producto A	3.0	6.0	4.1	5.5	4.4	2.0	2.5	2.8	10.3	16.2	13.0	13.5	13.6	9.6	10.1	12.5
Producto M	-3.5	4.4	7.2	11.0	19.0	12.4	10.5	12.0	8.3	17.0	21.0	25.6	26.1	20.2	18.9	17.5
<b>Personal Care</b>	<b>-1.8</b>	<b>-4.3</b>	<b>-1.2</b>	<b>-0.3</b>	<b>2.1</b>	<b>5.4</b>	<b>5.4</b>	<b>5.1</b>	<b>15.9</b>	<b>15.3</b>	<b>18.2</b>	<b>18.7</b>	<b>18.1</b>	<b>19.5</b>	<b>16.1</b>	<b>13.8</b>
Producto U	1.7	2.6	8.5	7.5	13.0	8.5	10.1	10.4	23.8	24.6	27.2	24.7	24.1	21.9	20.3	20.0
Producto B	-6.0	-11.8	-9.9	-8.3	-6.5	-0.2	-2.5	-3.5	15.2	12.8	17.7	21.1	18.4	18.8	9.3	3.4
Producto L	-1.3	-7.4	-15.4	-13.0	-7.4	-6.7	0.7	2.4	-1.3	-2.1	-11.0	-7.9	1.9	0.3	5.3	4.4
Producto W	10.5	2.7	12.2	16.7	14.2	26.8	19.1	17.8	19.6	15.3	24.2	29.7	26.9	36.3	29.9	22.6
Producto S	-3.3	-6.2	-4.5	-1.2	-2.1	4.2	2.7	1.3	11.1	10.8	13.2	14.1	13.4	17.3	14.7	13.0
<b>Home Care</b>	<b>-2.7</b>	<b>-3.7</b>	<b>-4.0</b>	<b>-4.5</b>	<b>-3.3</b>	<b>-1.7</b>	<b>0.0</b>	<b>1.7</b>	<b>7.2</b>	<b>6.4</b>	<b>8.6</b>	<b>3.6</b>	<b>6.0</b>	<b>6.2</b>	<b>5.9</b>	<b>6.1</b>
Producto F	-3.1	-3.7	-3.0	-2.9	-2.1	-1.3	0.3	4.9	8.9	7.9	10.7	10.7	6.8	6.4	4.3	5.2
Producto C	-0.4	-4.0	-5.6	-5.2	-4.6	-1.9	0.3	0.3	7.6	5.5	6.1	7.8	6.9	9.8	7.9	7.5
Producto D	-5.4	-3.3	-3.2	-3.8	-3.2	-0.9	-1.0	-1.6	4.0	5.2	8.4	9.1	9.3	11.5	7.4	7.0

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Source: Market Data Analyzer - Update : Feb 2024



# Market Growth Rates - Mexico

México	Volume										Value (Const. USD)									
	Q2'23	Q3'23	Q4'23	Q1'24*	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24	Q2'23	Q3'23	Q4'23	Q1'24*	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24
<b>Total Market</b>	<b>0.8</b>	<b>2.9</b>	<b>3.4</b>	<b>3.5</b>	<b>3.3</b>	<b>5.8</b>	<b>2.4</b>	<b>2.0</b>	<b>0.3</b>	<b>7.1</b>	<b>13.0</b>	<b>13.3</b>	<b>11.3</b>	<b>10.3</b>	<b>12.9</b>	<b>14.5</b>	<b>10.3</b>	<b>9.2</b>	<b>7.2</b>	<b>14.0</b>
<b>Oral Care</b>	<b>6.6</b>	<b>6.2</b>	<b>5.5</b>	<b>3.2</b>	<b>3.8</b>	<b>8.8</b>	<b>5.2</b>	<b>2.7</b>	<b>-0.2</b>	<b>7.0</b>	<b>16.1</b>	<b>13.2</b>	<b>11.1</b>	<b>11.6</b>	<b>11.3</b>	<b>12.7</b>	<b>10.6</b>	<b>10.0</b>	<b>8.2</b>	<b>15.5</b>
Producto X	4.8	6.4	5.5	1.2	3.5	9.6	4.6	2.5	-2.2	5.1	15.1	13.2	9.9	9.9	10.7	11.8	9.1	8.7	6.2	14.2
Producto A	4.4	2.0	2.5	2.8	0.7	3.9	2.7	1.0	0.5	5.6	13.6	9.6	10.1	12.5	8.0	10.4	10.0	9.8	9.9	15.7
Producto M	19.0	12.4	10.5	12.0	10.5	13.1	12.2	6.5	7.2	17.5	26.1	20.2	18.9	17.5	20.2	21.4	19.2	16.5	14.2	21.3
<b>Personal Care</b>	<b>2.1</b>	<b>5.3</b>	<b>5.4</b>	<b>5.1</b>	<b>6.8</b>	<b>9.9</b>	<b>4.0</b>	<b>2.4</b>	<b>1.3</b>	<b>9.2</b>	<b>18.1</b>	<b>19.5</b>	<b>16.1</b>	<b>13.8</b>	<b>20.0</b>	<b>22.0</b>	<b>14.5</b>	<b>12.0</b>	<b>10.3</b>	<b>17.7</b>
Producto U	13.0	8.5	10.1	10.4	13.4	15.0	10.0	5.2	6.0	15.1	24.1	21.9	20.3	20.0	26.2	26.1	19.2	15.5	16.2	24.0
Producto B	-6.5	-0.2	-2.5	-3.5	-1.0	1.1	-3.3	-5.4	-6.4	-0.2	18.4	18.8	9.3	3.4	15.8	16.4	8.6	3.2	0.0	7.3
Producto L	-7.4	-6.7	0.7	2.4	-7.7	-2.1	1.9	2.5	-1.1	6.4	1.9	0.3	5.3	4.4	-3.0	7.6	5.7	2.7	-0.1	9.8
Producto W	14.2	26.8	19.1	17.8	22.3	25.7	18.7	13.6	13.8	22.4	26.9	36.2	29.9	22.6	33.0	38.2	28.2	24.0	18.2	27.8
Producto S	-2.1	4.2	2.7	1.3	2.9	7.8	-0.6	0.9	-1.9	4.9	13.4	17.3	14.7	13.0	16.6	19.8	12.0	12.4	9.9	16.4
<b>Home Care</b>	<b>-3.3</b>	<b>-1.7</b>	<b>0.0</b>	<b>1.7</b>	<b>-1.3</b>	<b>-0.6</b>	<b>-0.8</b>	<b>1.2</b>	<b>-0.6</b>	<b>4.5</b>	<b>6.0</b>	<b>6.2</b>	<b>5.9</b>	<b>6.1</b>	<b>5.6</b>	<b>6.7</b>	<b>5.4</b>	<b>5.7</b>	<b>3.5</b>	<b>9.3</b>
Producto F	-2.1	-1.3	0.3	4.9	-2.0	-1.3	-0.5	2.5	2.2	8.2	6.8	6.4	4.3	5.2	4.7	4.3	3.8	4.8	3.2	7.4
Producto C	-4.6	-1.9	0.3	0.3	0.4	-0.3	-0.5	1.3	-2.0	3.1	6.9	9.8	7.9	7.5	9.9	8.9	7.0	7.9	4.5	11.0
Producto D	-3.2	-0.9	-1.0	-1.6	-2.5	-0.2	-1.9	-1.0	-3.1	0.2	9.3	11.5	7.4	7.0	8.3	8.8	6.8	6.5	4.7	9.7

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Source: Market Data Analyzer - Update : Feb 2024



# Market Growth Rates - Colombia

Market	Volume			Value (Const. USD)		
	22 vs. 21	23 vs. 22	YTD'24 vs. YTD'23	22 vs. 21	23 vs. 22	YTD'24 vs. YTD'23
Colombia						
<b>Total Market</b>	<b>0.1</b>	<b>5.4</b>	<b>7.7</b>	<b>19.0</b>	<b>18.5</b>	<b>12.3</b>
<b>Oral Care</b>	<b>-0.8</b>	<b>3.6</b>	<b>4.7</b>	<b>12.3</b>	<b>21.5</b>	<b>14.3</b>
Producto X	-1.1	3.6	6.3	13.6	24.4	17.3
Producto A	2.6	-0.8	-2.3	12.9	10.7	5.3
Producto M	-5.0	10.1	7.8	4.5	25.0	14.5
<b>Personal Care</b>	<b>-2.0</b>	<b>5.5</b>	<b>8.5</b>	<b>19.4</b>	<b>20.9</b>	<b>14.9</b>
Producto B	-6.6	4.8	11.3	29.7	22.2	13.0
Producto U	5.7	5.4	5.2	13.3	20.7	17.4
Producto WI	-3.1	64.1	24.0	23.4	52.3	23.3
Producto L	-19.0	-15.5	3.4	3.3	-9.3	0.5
<b>Home Care</b>	<b>2.9</b>	<b>6.9</b>	<b>9.5</b>	<b>24.9</b>	<b>13.5</b>	<b>8.0</b>
Producto F	13.3	6.5	7.5	23.4	13.1	6.5
Producto C	1.8	7.8	13.5	24.5	13.7	13.8
Producto D	-5.7	6.4	7.7	26.6	13.7	4.4
<b>A1 + A8</b>	<b>-3.5</b>	<b>4.1</b>	<b>8.4</b>	<b>20.1</b>	<b>23.4</b>	<b>15.4</b>

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Source: Market Data Analyzer - Update : Feb 2024



# Market Growth Rates - Colombia

Colombia	Volume								Value (Const. USD)							
	Q2'22	Q3'22	Q4'22	Q1'23	Q2'23	Q3'23	Q4'23	Q1'24*	Q2'22	Q3'22	Q4'22	Q1'23	Q2'23	Q3'23	Q4'23	Q1'24*
<b>Total Market</b>	<b>2.9</b>	<b>0.1</b>	<b>-0.3</b>	<b>2.5</b>	<b>5.3</b>	<b>6.2</b>	<b>7.7</b>	<b>7.7</b>	<b>21.6</b>	<b>20.0</b>	<b>22.5</b>	<b>21.0</b>	<b>19.2</b>	<b>18.3</b>	<b>15.9</b>	<b>12.3</b>
<b>Oral Care</b>	<b>1.4</b>	<b>-1.5</b>	<b>-1.4</b>	<b>2.0</b>	<b>3.9</b>	<b>4.4</b>	<b>4.2</b>	<b>4.7</b>	<b>14.1</b>	<b>12.9</b>	<b>15.9</b>	<b>22.7</b>	<b>22.9</b>	<b>22.7</b>	<b>18.0</b>	<b>14.3</b>
Producto X	0.8	-2.6	-1.3	0.9	4.0	5.4	4.4	6.3	15.4	13.9	18.2	25.1	26.0	26.6	20.4	17.3
Producto A	6.3	1.3	-1.1	1.8	-0.9	-3.1	-1.0	-2.3	17.2	11.4	11.6	15.1	11.3	8.6	8.1	5.3
Producto M	-4.2	-0.1	-3.0	8.0	11.2	10.4	11.0	7.8	2.8	10.4	11.6	23.9	26.9	27.4	22.0	14.5
<b>Personal Care</b>	<b>-0.7</b>	<b>-0.5</b>	<b>-1.7</b>	<b>2.2</b>	<b>6.2</b>	<b>5.5</b>	<b>8.2</b>	<b>8.5</b>	<b>21.0</b>	<b>22.2</b>	<b>23.5</b>	<b>22.5</b>	<b>21.7</b>	<b>20.8</b>	<b>19.0</b>	<b>14.9</b>
Producto B	-3.6	-4.5	-8.5	0.2	1.7	2.8	14.8	11.3	31.7	34.8	35.0	29.3	20.8	19.7	19.9	13.0
Producto U	6.4	7.5	6.5	4.6	9.6	6.5	1.4	5.2	15.4	14.9	15.8	18.5	22.9	22.7	18.9	17.4
Producto WI	19.4	31.3	34.2	66.5	77.9	75.4	44.6	24.0	34.4	46.4	53.8	60.5	61.1	54.6	39.1	23.3
Producto L	-31.1	-34.3	-23.9	-20.2	-15.8	-15.1	-9.6	3.4	-7.4	-12.0	-4.7	-12.2	-7.7	-10.5	-6.3	0.5
<b>Home Care</b>	<b>7.7</b>	<b>1.9</b>	<b>2.0</b>	<b>3.1</b>	<b>5.5</b>	<b>8.6</b>	<b>10.3</b>	<b>9.5</b>	<b>29.3</b>	<b>24.2</b>	<b>27.5</b>	<b>18.0</b>	<b>13.6</b>	<b>12.0</b>	<b>10.9</b>	<b>8.0</b>
Producto F	20.5	11.3	12.8	3.9	4.0	7.5	10.5	7.5	28.2	22.7	26.5	17.1	13.6	11.9	10.4	6.5
Producto C	8.6	-1.4	-3.6	1.2	6.2	11.1	12.6	13.5	31.9	20.8	21.8	13.0	11.9	14.5	15.3	13.8
Producto D	-4.6	-4.0	-3.0	3.9	6.2	7.3	8.0	7.7	28.1	28.9	34.0	23.6	15.2	9.9	7.6	4.4
<b>A1 + A8</b>	<b>-1.1</b>	<b>-3.5</b>	<b>-4.4</b>	<b>0.6</b>	<b>3.0</b>	<b>4.3</b>	<b>8.9</b>	<b>8.4</b>	<b>22.0</b>	<b>22.4</b>	<b>24.9</b>	<b>26.9</b>	<b>23.7</b>	<b>23.5</b>	<b>20.2</b>	<b>15.4</b>

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Source: Market Analyzer - Update : Feb 2024





# Market Growth Rates - Colombia

Colombia	Volume										Value (Const. USD)									
	Q2'23	Q3'23	Q4'23	Q1'24*	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24	Q2'23	Q3'23	Q4'23	Q1'24*	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24
<b>Total Market</b>	<b>5.3</b>	<b>6.2</b>	<b>7.7</b>	<b>7.7</b>	<b>8.2</b>	<b>6.6</b>	<b>8.2</b>	<b>8.5</b>	<b>5.2</b>	<b>10.4</b>	<b>19.2</b>	<b>18.3</b>	<b>15.9</b>	<b>12.3</b>	<b>19.3</b>	<b>16.2</b>	<b>15.5</b>	<b>15.9</b>	<b>11.1</b>	<b>13.7</b>
<b>Oral Care</b>	<b>3.9</b>	<b>4.4</b>	<b>4.2</b>	<b>4.7</b>	<b>6.3</b>	<b>4.0</b>	<b>3.7</b>	<b>4.7</b>	<b>2.4</b>	<b>6.9</b>	<b>22.9</b>	<b>22.7</b>	<b>18.0</b>	<b>14.3</b>	<b>24.8</b>	<b>18.9</b>	<b>17.5</b>	<b>17.5</b>	<b>13.5</b>	<b>15.1</b>
Producto X	4.0	5.4	4.4	6.3	7.1	4.6	3.6	4.8	4.5	8.1	26.0	26.6	20.4	17.3	28.5	21.9	19.0	20.1	17.3	17.3
Producto A	-0.9	-3.1	-1.0	-2.3	-1.8	-4.3	-1.0	2.4	-4.6	0.2	11.3	8.6	8.1	5.3	10.0	5.7	9.4	9.4	3.7	8.2
Producto M	11.2	10.4	11.0	7.8	13.7	13.3	11.8	8.1	4.4	11.3	26.9	27.4	22.0	14.5	29.9	25.6	22.7	18.0	13.4	15.5
<b>Personal Care</b>	<b>6.2</b>	<b>5.5</b>	<b>8.2</b>	<b>8.5</b>	<b>8.6</b>	<b>6.8</b>	<b>10.1</b>	<b>8.2</b>	<b>6.2</b>	<b>11.1</b>	<b>21.7</b>	<b>20.8</b>	<b>19.0</b>	<b>14.9</b>	<b>21.7</b>	<b>19.7</b>	<b>18.9</b>	<b>18.4</b>	<b>14.1</b>	<b>15.8</b>
Producto B	1.7	2.8	14.8	11.3	10.5	15.2	18.6	11.1	8.1	14.9	20.8	19.7	19.9	13.0	21.1	23.2	20.0	16.6	12.5	13.5
Producto U	9.6	6.5	1.4	5.2	6.3	-1.0	1.9	3.5	3.6	7.0	22.9	22.7	18.9	17.4	24.7	18.1	19.0	19.5	16.5	18.3
Producto WI	77.9	75.4	44.6	24.0	64.0	38.5	46.7	48.2	30.6	17.3	61.1	54.6	39.1	23.3	44.9	37.8	38.1	41.1	25.8	20.7
Producto L	-15.8	-15.1	-9.6	3.4	-14.7	-12.3	-12.4	-4.2	-3.4	11.1	-7.7	-10.5	-6.3	0.5	-13.4	-9.5	-9.4	-0.3	-4.4	6.1
<b>Home Care</b>	<b>5.5</b>	<b>8.6</b>	<b>10.3</b>	<b>9.5</b>	<b>9.6</b>	<b>8.7</b>	<b>10.2</b>	<b>12.2</b>	<b>6.6</b>	<b>12.8</b>	<b>13.6</b>	<b>12.0</b>	<b>10.9</b>	<b>8.0</b>	<b>12.4</b>	<b>10.5</b>	<b>10.5</b>	<b>11.7</b>	<b>5.9</b>	<b>10.3</b>
Producto F	4.0	7.5	10.5	7.5	9.1	7.0	12.0	12.8	3.6	11.8	13.6	11.9	10.4	6.5	11.9	8.2	11.0	12.0	3.8	9.4
Producto C	6.2	11.1	12.6	13.5	11.2	11.5	12.1	14.2	10.5	16.8	11.9	14.5	15.3	13.8	15.2	15.3	14.9	15.7	11.5	16.3
Producto D	6.2	7.3	8.0	7.7	8.6	7.7	6.7	9.6	5.6	9.9	15.2	9.9	7.6	4.4	10.4	8.4	6.2	8.0	2.9	6.0
<b>A1 + A8</b>	<b>3.0</b>	<b>4.3</b>	<b>8.9</b>	<b>8.4</b>	<b>8.6</b>	<b>9.2</b>	<b>10.1</b>	<b>7.5</b>	<b>6.1</b>	<b>11.0</b>	<b>23.7</b>	<b>23.5</b>	<b>20.2</b>	<b>15.4</b>	<b>25.2</b>	<b>22.5</b>	<b>19.5</b>	<b>18.6</b>	<b>15.2</b>	<b>15.7</b>

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Source: Market Data Analyzer - Update : Feb 2024



# Market Growth Rates - CAM

CAM	Volume			Value (Const. USD)		
	22 vs. 21	23 vs. 22	YTD'24 vs. YTD'23	22 vs. 21	23 vs. 22	YTD'24 vs. YTD'23
<b>Total Market</b>	<b>0.9</b>	<b>4.0</b>	<b>6.5</b>	<b>6.5</b>	<b>8.7</b>	<b>8.8</b>
<b>Oral Care</b>	<b>0.9</b>	<b>3.0</b>	<b>4.3</b>	<b>6.2</b>	<b>9.0</b>	<b>9.3</b>
Producto X	0.3	3.2	3.8	5.7	9.4	10.1
Producto A	3.9	0.8	4.4	9.1	5.4	6.3
Producto M	-0.8	5.2	7.0	4.8	12.3	9.7
<b>Personal Care</b>	<b>-1.7</b>	<b>3.4</b>	<b>4.8</b>	<b>4.7</b>	<b>9.1</b>	<b>6.9</b>
Producto B	-1.1	2.4	3.3	6.5	9.1	6.4
Producto W	3.4	29.4	25.9	10.5	31.3	27.2
Producto L	-8.1	3.2	8.3	-9.0	2.5	5.5
Home Care	2.2	5.1	<b>8.9</b>	7.6	8.4	<b>9.3</b>
<b>Producto F</b>	<b>5.0</b>	<b>4.8</b>	12.0	<b>11.9</b>	<b>9.6</b>	12.2
Producto C	1.0	6.0	9.1	5.7	10.2	11.3
Producto D	0.8	4.8	6.2	5.6	6.0	5.5
A1 + A8	-0.3	2.8	3.6	6.1	9.3	8.3

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Source: Market Data Analyzer - Update : Feb 2024



# Market Growth Rates - CAM

CAM	Volume								Value (Const. USD)							
	Q2'22	Q3'22	Q4'22	Q1'23	Q2'23	Q3'23	Q4'23	Q1'24*	Q2'22	Q3'22	Q4'22	Q1'23	Q2'23	Q3'23	Q4'23	Q1'24*
<b>Total Market</b>	<b>1.3</b>	<b>-0.8</b>	<b>0.8</b>	<b>1.6</b>	<b>3.6</b>	<b>5.7</b>	<b>5.3</b>	<b>6.5</b>	<b>5.7</b>	<b>6.3</b>	<b>8.6</b>	<b>8.6</b>	<b>9.8</b>	<b>8.9</b>	<b>7.7</b>	<b>8.8</b>
<b>Oral Care</b>	<b>0.9</b>	<b>0.6</b>	<b>2.2</b>	<b>2.3</b>	<b>2.5</b>	<b>4.7</b>	<b>2.6</b>	<b>4.3</b>	<b>5.3</b>	<b>7.4</b>	<b>9.1</b>	<b>9.6</b>	<b>9.5</b>	<b>9.1</b>	<b>7.8</b>	<b>9.3</b>
Producto X	0.0	0.8	2.4	2.5	3.2	5.2	2.0	3.8	4.6	7.4	9.1	9.8	10.4	9.6	7.8	10.1
Producto A	5.9	-0.4	2.4	0.0	-2.2	2.4	3.0	4.4	9.5	7.4	8.6	6.3	4.4	5.1	5.9	6.3
Producto M	-2.0	0.4	0.6	4.6	5.3	5.7	5.2	7.0	3.0	6.7	10.2	13.6	12.7	12.2	11.0	9.7
<b>Personal Care</b>	<b>-1.2</b>	<b>-4.1</b>	<b>-1.3</b>	<b>0.3</b>	<b>3.6</b>	<b>5.2</b>	<b>4.5</b>	<b>4.8</b>	<b>4.0</b>	<b>3.7</b>	<b>7.7</b>	<b>8.6</b>	<b>10.7</b>	<b>9.9</b>	<b>7.3</b>	<b>6.9</b>
Producto B	-0.4	-3.4	-0.5	-0.5	2.9	4.2	2.7	3.3	6.0	5.3	9.4	9.1	11.2	10.0	6.4	6.4
Producto W	1.2	13.9	5.4	24.0	31.2	26.4	35.3	25.9	10.6	19.4	16.1	25.7	33.6	31.3	34.2	27.2
Producto L	-8.3	-14.9	-10.6	-1.3	0.6	5.8	8.4	8.3	-11.2	-11.1	-7.8	0.7	0.8	2.8	6.1	5.5
<b>Home Care</b>	<b>2.8</b>	<b>-0.1</b>	<b>0.9</b>	<b>1.9</b>	<b>4.4</b>	<b>6.6</b>	<b>7.6</b>	<b>8.9</b>	<b>6.9</b>	<b>7.0</b>	<b>8.7</b>	<b>7.8</b>	<b>9.6</b>	<b>8.3</b>	<b>7.8</b>	<b>9.3</b>
Producto F	6.7	4.2	2.6	2.9	3.4	4.8	8.0	12.0	11.3	13.0	13.6	10.8	10.3	8.1	9.4	12.2
Producto C	2.1	-2.1	-1.6	1.1	3.3	9.7	9.9	9.1	5.9	4.6	5.4	7.3	9.9	12.0	11.6	11.3
Producto D	0.2	-2.0	1.4	1.6	6.1	5.7	5.7	6.2	4.4	4.2	7.2	5.9	8.8	5.8	3.9	5.5
<b>A1 + A8</b>	<b>-0.2</b>	<b>-1.1</b>	<b>1.1</b>	<b>1.1</b>	<b>3.1</b>	<b>4.7</b>	<b>2.3</b>	<b>3.6</b>	<b>5.2</b>	<b>6.5</b>	<b>9.3</b>	<b>9.5</b>	<b>10.8</b>	<b>9.8</b>	<b>7.2</b>	<b>8.3</b>

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Source: Market Data Analyzer - Update : Feb 2024



# Market Growth Rates - CAM

CAM	Volume										Value (Const. USD)									
	Q2'23	Q3'23	Q4'23	Q1'24*	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24	Q2'23	Q3'23	Q4'23	Q1'24*	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24
<b>Total Market</b>	<b>3.6</b>	<b>5.7</b>	<b>5.3</b>	<b>6.5</b>	<b>5.3</b>	<b>5.1</b>	<b>4.3</b>	<b>6.4</b>	<b>5.0</b>	<b>7.9</b>	<b>9.8</b>	<b>8.9</b>	<b>7.7</b>	<b>8.8</b>	<b>7.7</b>	<b>7.8</b>	<b>7.2</b>	<b>8.1</b>	<b>7.4</b>	<b>10.1</b>
<b>Oral Care</b>	<b>2.5</b>	<b>4.7</b>	<b>2.6</b>	<b>4.3</b>	<b>3.4</b>	<b>2.7</b>	<b>1.1</b>	<b>3.8</b>	<b>3.5</b>	<b>5.0</b>	<b>9.5</b>	<b>9.1</b>	<b>7.8</b>	<b>9.3</b>	<b>7.5</b>	<b>7.7</b>	<b>6.6</b>	<b>9.0</b>	<b>8.6</b>	<b>10.0</b>
Producto X	3.2	5.2	2.0	3.8	2.4	2.3	0.1	3.6	2.8	4.7	10.4	9.6	7.8	10.1	6.9	7.8	6.2	9.3	8.9	11.2
Producto A	-2.2	2.4	3.0	4.4	4.2	2.2	2.5	4.4	3.2	5.5	4.4	5.1	5.9	6.3	5.7	5.3	5.6	6.8	6.3	6.2
Producto M	5.3	5.7	5.2	7.0	8.2	5.5	5.7	4.3	8.0	5.9	12.7	12.2	11.0	9.7	14.6	10.7	11.4	10.9	10.6	8.8
<b>Personal Care</b>	<b>3.6</b>	<b>5.2</b>	<b>4.5</b>	<b>4.8</b>	<b>4.1</b>	<b>5.5</b>	<b>3.2</b>	<b>4.9</b>	<b>3.6</b>	<b>5.9</b>	<b>10.7</b>	<b>9.9</b>	<b>7.3</b>	<b>6.9</b>	<b>7.6</b>	<b>8.9</b>	<b>6.5</b>	<b>6.6</b>	<b>5.6</b>	<b>8.2</b>
Producto B	2.9	4.2	2.7	3.3	2.9	4.4	1.2	2.3	2.1	4.5	11.2	10.0	6.4	6.4	7.4	8.6	5.4	5.3	5.1	7.6
Producto W	31.2	26.4	35.3	25.9	25.7	34.3	33.9	37.1	29.0	22.8	33.6	31.3	34.2	27.2	32.8	35.6	33.3	33.9	26.4	28.0
Producto L	0.6	5.8	8.4	8.3	6.9	4.7	9.5	11.1	5.6	10.9	0.8	2.8	6.1	5.5	2.3	3.1	7.9	7.2	3.3	7.6
<b>Home Care</b>	<b>4.4</b>	<b>6.6</b>	<b>7.6</b>	<b>8.9</b>	<b>7.4</b>	<b>6.8</b>	<b>7.1</b>	<b>9.1</b>	<b>6.8</b>	<b>11.0</b>	<b>9.6</b>	<b>8.3</b>	<b>7.8</b>	<b>9.3</b>	<b>8.0</b>	<b>7.3</b>	<b>8.1</b>	<b>8.1</b>	<b>7.5</b>	<b>11.1</b>
Producto F	3.4	4.8	8.0	12.0	6.4	5.1	9.0	9.8	8.5	15.5	10.3	8.1	9.4	12.2	9.5	6.9	11.4	10.1	10.1	14.3
Producto C	3.3	9.7	9.9	9.1	12.7	10.7	9.0	10.1	7.4	10.7	9.9	12.0	11.6	11.3	12.2	11.5	11.5	11.6	9.9	12.7
Producto D	6.1	5.7	5.7	6.2	4.0	5.2	4.1	7.6	4.9	7.5	8.8	5.8	3.9	5.5	3.7	4.6	3.0	4.1	3.6	7.3
<b>A1 + A8</b>	<b>3.1</b>	<b>4.7</b>	<b>2.3</b>	<b>3.6</b>	<b>2.6</b>	<b>3.3</b>	<b>0.6</b>	<b>3.0</b>	<b>2.5</b>	<b>4.6</b>	<b>10.8</b>	<b>9.8</b>	<b>7.2</b>	<b>8.3</b>	<b>7.1</b>	<b>8.2</b>	<b>5.8</b>	<b>7.4</b>	<b>7.1</b>	<b>9.5</b>

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Source: Market Analyzer - Update : Feb 2024



# Market Growth Rates – S. Cone

S. Cone	Volume			Value (Const. USD)		
	22 vs. 21	23 vs. 22	YTD'24 vs. YTD'23	22 vs. 21	23 vs. 22	YTD'24 vs. YTD'23
<b>Total Market</b>	<b>-5.4</b>	<b>0.2</b>	<b>-9.1</b>	<b>9.4</b>	<b>23.7</b>	<b>54.2</b>
<b>Oral Care</b>	<b>-4.1</b>	<b>1.2</b>	<b>-11.7</b>	<b>7.9</b>	<b>25.0</b>	<b>75.4</b>
Producto X	-4.2	1.6	-12.7	12.3	31.3	91.1
Producto A	-2.1	2.3	-9.7	6.1	14.0	42.7
Producto M	-8.6	-3.8	-10.1	-6.3	22.5	75.4
<b>Personal Care</b>	<b>-6.8</b>	<b>-0.7</b>	<b>-6.0</b>	<b>11.0</b>	<b>22.5</b>	<b>34.8</b>
Producto B	-7.4	3.1	-10.3	31.6	68.2	135.7
Producto U	-5.8	-4.1	-4.2	8.8	11.2	4.7
Producto W	7.7	9.1	3.8	20.2	30.8	22.2
Producto L	-11.6	-0.1	-1.7	-0.6	4.5	-0.5
<b>A1 + A8</b>	<b>-5.0</b>	<b>2.1</b>	<b>-11.9</b>	<b>16.9</b>	<b>41.1</b>	<b>104.4</b>

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Source: Market Data Analyzer - Update : Feb 2024



# Market Growth Rates – S. Cone

S. Cone	Volume								Value (Const. USD)							
	Q2'22	Q3'22	Q4'22	Q1'23	Q2'23	Q3'23	Q4'23	Q1'24*	Q2'22	Q3'22	Q4'22	Q1'23	Q2'23	Q3'23	Q4'23	Q1'24*
<b>Total Market</b>	<b>-6.8</b>	<b>-5.6</b>	<b>-8.6</b>	<b>-2.0</b>	<b>-0.5</b>	<b>2.5</b>	<b>1.7</b>	<b>-9.1</b>	<b>6.6</b>	<b>8.5</b>	<b>10.1</b>	<b>18.2</b>	<b>21.1</b>	<b>25.4</b>	<b>29.7</b>	<b>54.2</b>
<b>Oral Care</b>	<b>-6.8</b>	<b>-3.1</b>	<b>-6.5</b>	<b>-1.5</b>	<b>0.5</b>	<b>2.2</b>	<b>3.5</b>	<b>-11.7</b>	<b>4.8</b>	<b>6.3</b>	<b>7.4</b>	<b>14.9</b>	<b>20.3</b>	<b>26.3</b>	<b>37.8</b>	<b>75.4</b>
Producto X	-7.4	-2.1	-5.2	0.9	0.6	1.7	3.3	-12.7	8.0	12.5	14.8	21.0	26.2	32.2	44.2	91.1
Producto A	-4.3	-3.3	-5.4	-2.9	2.4	4.9	4.9	-9.7	5.8	2.3	0.4	8.3	10.1	14.6	22.9	42.7
Producto M	-10.0	-7.3	-15.7	-10.2	-4.3	-1.8	1.7	-10.1	-10.1	-9.0	-7.9	2.7	17.4	28.8	41.3	75.4
<b>Personal Care</b>	<b>-6.8</b>	<b>-8.3</b>	<b>-10.5</b>	<b>-2.5</b>	<b>-1.6</b>	<b>2.8</b>	<b>-0.1</b>	<b>-6.0</b>	<b>8.4</b>	<b>10.9</b>	<b>12.8</b>	<b>21.4</b>	<b>21.9</b>	<b>24.3</b>	<b>22.2</b>	<b>34.8</b>
Producto B	-10.9	-5.7	-7.8	-2.2	0.0	6.2	8.9	-10.3	22.0	37.1	43.8	54.9	57.1	67.6	87.4	135.7
Producto U	-2.9	-9.5	-11.5	-4.7	-4.5	-1.0	-5.7	-4.2	8.5	7.0	8.1	14.9	14.6	12.1	4.0	4.7
Producto W	9.9	9.8	-11.9	5.4	19.1	18.0	-1.3	3.8	18.6	14.9	12.9	28.4	37.6	34.8	24.4	22.2
Producto L	-15.8	-12.2	-10.1	0.9	-1.3	2.8	-2.4	-1.7	-3.5	-1.1	0.9	8.5	4.4	5.7	-0.4	-0.5
<b>A1 + A8</b>	<b>-8.3</b>	<b>-3.1</b>	<b>-6.0</b>	<b>-0.1</b>	<b>0.4</b>	<b>3.1</b>	<b>5.2</b>	<b>-11.9</b>	<b>11.3</b>	<b>18.3</b>	<b>21.8</b>	<b>29.5</b>	<b>34.1</b>	<b>41.7</b>	<b>56.4</b>	<b>104.4</b>

Colgate®

Source: Market Data Analyzer - Update : Feb 2024



# Market Growth Rates – S. Cone

S. Cone	Volume										Value (Const. USD)									
	Q2'23	Q3'23	Q4'23	Q1'24*	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24	Q2'23	Q3'23	Q4'23	Q1'24*	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24
<b>Total Market</b>	<b>-0.5</b>	<b>2.5</b>	<b>1.7</b>	<b>-9.1</b>	<b>2.3</b>	<b>4.3</b>	<b>1.4</b>	<b>-0.2</b>	<b>-9.7</b>	<b>-8.4</b>	<b>21.1</b>	<b>25.4</b>	<b>29.7</b>	<b>54.2</b>	<b>24.8</b>	<b>29.5</b>	<b>25.2</b>	<b>34.3</b>	<b>49.4</b>	<b>58.9</b>
<b>Oral Care</b>	<b>0.5</b>	<b>2.2</b>	<b>3.5</b>	<b>-11.7</b>	<b>2.0</b>	<b>3.5</b>	<b>5.6</b>	<b>1.6</b>	<b>-12.8</b>	<b>-10.5</b>	20.3	26.3	37.8	75.4	27.3	32.8	34.2	46.2	68.2	82.5
Producto X	0.6	1.7	3.3	-12.7	2.3	4.2	6.3	-0.5	-14.6	-10.7	26.2	32.2	44.2	91.2	32.8	39.5	39.7	53.1	81.5	100.9
Producto A	2.4	4.9	4.9	-9.7	4.4	4.2	5.2	5.1	-10.1	-9.2	10.1	14.6	22.9	42.7	15.6	18.7	21.1	29.1	39.4	45.9
Producto M	-4.3	-1.8	1.7	-10.1	-4.7	-2.2	2.7	5.1	-7.7	-12.4	17.4	28.8	41.3	75.4	30.6	35.3	37.8	50.9	72.1	78.7
<b>Personal Care</b>	<b>-1.6</b>	<b>2.8</b>	<b>-0.1</b>	<b>-6.0</b>	<b>2.6</b>	<b>5.2</b>	<b>-2.8</b>	<b>-2.1</b>	<b>-6.1</b>	<b>-5.8</b>	<b>21.9</b>	<b>24.3</b>	<b>22.2</b>	<b>34.8</b>	<b>22.3</b>	<b>26.0</b>	<b>17.3</b>	<b>23.9</b>	<b>32.1</b>	<b>37.4</b>
Producto B	0.0	6.2	8.9	-10.3	6.5	14.0	6.2	6.6	-10.9	-9.6	57.1	67.6	87.4	135.7	68.6	83.6	75.7	101.6	124.0	147.4
Producto U	-4.5	-1.0	-5.7	-4.2	-1.3	-1.3	-7.5	-7.5	-4.2	-4.2	14.6	12.1	4.0	4.7	9.1	9.1	1.9	1.9	4.7	4.7
Producto W	19.1	18.0	-1.3	3.8	7.1	7.1	-4.4	-4.4	3.8	3.8	37.6	34.8	24.4	22.2	25.8	25.8	23.8	23.8	22.2	22.2
Producto L	-1.3	2.8	-2.4	-1.7	4.6	4.6	-5.6	-5.6	-1.7	-1.7	4.4	5.7	-0.4	-0.5	5.2	5.2	-2.9	-2.9	-0.5	-0.5
<b>A1 + A8</b>	<b>0.4</b>	<b>3.1</b>	<b>5.2</b>	<b>-11.9</b>	<b>3.7</b>	<b>7.5</b>	<b>6.2</b>	<b>2.0</b>	<b>-13.4</b>	<b>-10.3</b>	<b>34.1</b>	<b>41.7</b>	<b>56.4</b>	<b>104.4</b>	<b>42.5</b>	<b>51.6</b>	<b>49.9</b>	<b>67.2</b>	<b>94.0</b>	<b>114.7</b>

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Source: Market Data Analyzer - Update : Feb 2024



# Market Growth Rates – GCAR

Market	Volume			Value (Const. USD)		
	22 vs. 21	23 vs. 22	YTD'24 vs. YTD'23	22 vs. 21	23 vs. 22	YTD'24 vs. YTD'23
Greater Caribbean						
<b>Total Market</b>	<b>-2.0</b>	<b>3.7</b>	<b>4.6</b>	<b>9.2</b>	<b>11.3</b>	<b>4.4</b>
<b>Oral Care</b>	<b>-4.8</b>	<b>1.7</b>	<b>2.7</b>	<b>6.1</b>	<b>9.1</b>	<b>4.0</b>
Producto X	-5.7	1.7	1.5	6.4	9.4	3.0
Producto A	-2.0	3.2	4.9	8.3	6.5	3.4
Producto M	-2.7	-0.9	7.5	2.0	10.0	11.8
<b>Personal Care</b>	<b>-2.2</b>	<b>2.5</b>	<b>5.7</b>	<b>12.7</b>	<b>15.0</b>	<b>8.4</b>
Producto B	-4.8	3.0	4.5	10.3	15.6	8.1
Producto U	1.1	0.5	7.1	16.5	13.7	9.3
Producto W	29.2	30.6	16.6	35.5	31.3	6.3
Producto L	9.4	-10.4	11.6	18.3	-4.6	6.4
<b>Home Care</b>	<b>0.3</b>	<b>5.8</b>	<b>5.5</b>	<b>9.8</b>	<b>11.1</b>	<b>2.7</b>
Producto F	-1.5	4.8	5.3	9.2	11.1	3.6
Producto C	-0.7	5.0	7.2	10.4	11.0	3.4
Producto D	3.1	7.6	3.9	9.9	11.0	1.2
<b>A1 + A8</b>	<b>-5.4</b>	<b>2.2</b>	<b>2.7</b>	<b>7.8</b>	<b>11.8</b>	<b>4.9</b>

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Source: Market Data Analyzer - Update : Feb 2024





# Market Growth Rates – GCAR

Greater Caribbean	Volume								Value (Const. USD)							
	Q2'22	Q3'22	Q4'22	Q1'23	Q2'23	Q3'23	Q4'23	Q1'24*	Q2'22	Q3'22	Q4'22	Q1'23	Q2'23	Q3'23	Q4'23	Q1'24*
<b>Total Market</b>	-1.7	-5.2	-2.9	-0.4	2.8	5.9	6.6	4.6	6.6	9.0	13.0	13.2	14.1	10.5	7.8	4.4
<b>Oral Care</b>	-5.3	-6.6	-4.4	-1.2	2.4	2.8	3.0	2.7	2.4	6.8	11.7	11.4	13.0	7.2	5.1	4.0
Producto X	-6.2	-7.6	-5.8	-2.1	3.4	3.1	2.7	1.5	2.7	7.2	11.6	11.7	14.8	7.3	4.5	3.0
Producto A	-2.6	-4.4	-0.1	3.0	1.9	3.4	4.5	4.9	3.4	8.1	13.9	10.9	8.7	3.3	3.7	3.4
Producto M	-3.1	-2.1	0.2	-0.9	-4.8	-0.3	2.7	7.5	-1.0	2.0	9.8	9.5	7.1	12.2	11.1	11.8
<b>Personal Care</b>	-2.1	-3.8	-6.0	-4.0	0.6	5.3	8.4	5.7	10.6	14.3	15.4	15.1	16.2	14.6	14.1	8.4
Producto B	-5.8	-4.9	-6.7	-4.3	2.0	5.7	8.5	4.5	8.1	13.3	14.0	15.5	16.8	15.7	14.6	8.1
Producto U	3.4	-3.9	-6.6	-5.2	-3.4	3.5	7.4	7.1	14.3	15.0	17.1	13.8	15.0	12.8	13.3	9.3
Producto W	29.8	30.0	30.0	32.8	30.8	32.0	27.3	16.6	33.5	36.5	41.8	46.2	34.2	28.8	20.3	6.3
Producto L	11.6	10.8	5.0	####	-15.2	-12.5	0.2	11.6	23.6	21.6	10.1	-3.5	-6.6	-9.6	2.3	6.4
<b>Home Care</b>	1.2	-4.8	-0.2	2.0	4.3	8.6	8.3	5.5	7.8	8.1	12.8	13.6	13.8	10.6	6.6	2.7
Producto F	-0.1	-6.8	-1.5	1.3	2.9	7.4	7.7	5.3	8.3	5.7	11.7	12.7	13.5	11.7	7.1	3.6
Producto C	0.1	-6.0	-0.7	1.3	3.9	6.7	7.8	7.2	7.0	10.0	14.3	16.4	14.6	8.1	5.9	3.4
Producto D	3.4	-1.7	1.7	3.4	6.1	11.6	9.4	3.9	8.1	8.4	12.4	11.9	13.3	12.3	6.8	1.2
<b>A1 + A8</b>	-6.0	-6.6	-6.2	-2.9	2.9	4.1	5.0	2.7	4.7	9.5	12.5	13.1	15.5	10.6	8.3	4.9

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Source: Market Data Analyzer - Update : Feb 2024



# Market Growth Rates – GCAR

Greater Caribbean	Volume										Value (Const. USD)									
	Q2'23	Q3'23	Q4'23	Q1'24*	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24	Q2'23	Q3'23	Q4'23	Q1'24*	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24
<b>Total Market</b>	<b>2.8</b>	<b>5.9</b>	<b>6.6</b>	<b>4.6</b>	<b>4.6</b>	<b>6.7</b>	<b>6.7</b>	<b>6.5</b>	<b>3.0</b>	<b>6.2</b>	<b>14.1</b>	<b>10.5</b>	<b>7.8</b>	<b>4.4</b>	<b>6.9</b>	<b>8.3</b>	<b>7.5</b>	<b>7.7</b>	<b>3.7</b>	<b>5.1</b>
<b>Oral Care</b>	<b>2.4</b>	<b>2.8</b>	<b>3.0</b>	<b>2.7</b>	<b>1.3</b>	<b>2.7</b>	<b>3.1</b>	<b>3.1</b>	<b>1.8</b>	<b>3.6</b>	<b>13.0</b>	<b>7.2</b>	<b>5.1</b>	<b>4.0</b>	<b>4.4</b>	<b>5.4</b>	<b>4.8</b>	<b>5.1</b>	<b>3.5</b>	<b>4.4</b>
Producto X	3.4	3.1	2.7	1.5	1.1	3.0	2.6	2.5	0.5	2.5	14.8	7.3	4.5	3.0	4.3	5.3	3.9	4.4	2.5	3.4
Producto A	1.9	3.4	4.5	4.9	3.9	4.2	4.4	4.9	3.8	6.0	8.7	3.3	3.7	3.4	0.5	2.1	4.8	4.1	2.5	4.3
Producto M	-4.8	-0.3	2.7	7.5	-0.8	-0.8	4.5	4.5	7.5	7.5	7.1	12.2	11.1	11.8	10.6	10.6	11.3	11.3	11.8	11.8
<b>Personal Care</b>	<b>0.6</b>	<b>5.3</b>	<b>8.4</b>	<b>5.7</b>	<b>3.3</b>	<b>9.4</b>	<b>8.3</b>	<b>7.7</b>	<b>2.9</b>	<b>8.4</b>	<b>16.2</b>	<b>14.6</b>	<b>14.1</b>	<b>8.4</b>	<b>10.6</b>	<b>16.6</b>	<b>12.5</b>	<b>13.2</b>	<b>6.3</b>	<b>10.5</b>
Producto B	2.0	5.7	8.5	4.5	1.8	6.4	10.5	9.0	2.0	6.9	16.8	15.7	14.6	8.1	10.9	15.3	14.1	14.4	6.2	9.9
Producto U	-3.4	3.5	7.4	7.1	5.1	14.0	3.9	4.5	3.6	10.6	15.0	12.8	13.3	9.3	10.1	19.3	9.7	11.0	6.5	12.0
Producto W	30.8	32.0	27.3	16.6	33.6	39.1	16.5	28.2	15.5	17.7	34.2	28.8	20.3	6.3	27.8	26.4	12.3	22.7	7.0	5.6
Producto L	-15.2	-12.5	0.2	11.6	-11.1	-2.0	2.2	0.7	10.0	13.2	-6.6	-9.6	2.3	6.4	-9.9	1.0	3.2	2.7	5.0	7.7
<b>Home Care</b>	<b>4.3</b>	<b>8.6</b>	<b>8.3</b>	<b>5.5</b>	<b>7.8</b>	<b>8.0</b>	<b>8.5</b>	<b>8.5</b>	<b>3.9</b>	<b>7.1</b>	<b>13.8</b>	<b>10.6</b>	<b>6.6</b>	<b>2.7</b>	<b>6.8</b>	<b>6.1</b>	<b>6.9</b>	<b>6.9</b>	<b>2.5</b>	<b>2.8</b>
Producto F	2.9	7.4	7.7	5.3	7.9	9.5	6.0	7.7	3.0	7.6	13.5	11.7	7.1	3.6	8.7	9.4	5.1	6.8	3.0	4.1
Producto C	3.9	6.7	7.8	7.2	3.9	3.3	9.0	11.0	5.3	9.1	14.6	8.1	5.9	3.4	3.0	2.4	7.4	8.1	3.0	3.7
Producto D	6.1	11.6	9.4	3.9	11.7	11.2	10.3	6.7	3.3	4.4	13.3	12.3	6.8	1.2	8.8	6.8	8.1	5.6	1.7	0.6
<b>A1 + A8</b>	<b>2.9</b>	<b>4.1</b>	<b>5.0</b>	<b>2.7</b>	<b>1.4</b>	<b>4.4</b>	<b>5.7</b>	<b>5.0</b>	<b>1.1</b>	<b>4.2</b>	<b>15.5</b>	<b>10.6</b>	<b>8.3</b>	<b>4.9</b>	<b>6.9</b>	<b>9.1</b>	<b>7.7</b>	<b>8.1</b>	<b>3.9</b>	<b>5.8</b>



Source: Market Data Analyzer - Update : Feb 2024



# SOM Monthly



# LatAm - \$ SOM

SOM Value Latin America

Company P	2022	2023	2023 Feb YTD	2024 Feb YTD	+/- Yr Ago	Dec'23	Jan'24	Feb'24
Producto X	73.6	73.6	73.6	74.2	⬆️	73.8	74.2	74.3
Producto A	39.2	38.9	39.1	39.1	↔️	38.8	39.0	39.3
EA3	20.7	22.8	22.9	20.8	⬇️	22.0	20.4	21.2
Producto M	31.7	31.3	31.1	30.5	⬇️	30.5	30.0	31.1
Producto B	26.8	25.3	25.2	26.2	⬆️	25.8	26.4	26.0
Producto S	10.6	10.8	10.5	10.0	⬇️	10.2	10.0	10.0
Producto U	16.6	16.2	16.2	16.1	↔️	15.7	16.1	16.1
Producto W	12.1	11.8	12.4	11.9	⬇️	11.8	11.8	12.0
Producto L	11.3	10.8	11.1	10.3	⬇️	10.5	10.3	10.4
Producto F	43.9	42.2	41.5	43.3	⬆️	43.6	43.1	43.4
Producto C	35.6	35.2	36.4	36.1	⬇️	35.4	35.7	36.5
Producto D	37.1	37.2	37.1	37.3	↔️	37.6	37.0	37.5

Source: Market Data Analyzer - Update : Feb 2024



# LatAm - SOM (Volume)

SOM Volume Latin America

Company P	2022	2023	2023 Feb YTD	2024 Feb YTD	+/- Yr Ago	Dec'23	Jan'24	Feb'24
Producto X	74.9	75.0	75.1	75.5	⬆	75.1	75.5	75.6
Producto A	41.6	42.6	41.8	42.4	⬆	42.8	42.3	42.5
Producto A	9.1	12.5	10.6	12.0	⬆	12.9	11.9	12.1
Producto M	31.7	31.1	31.2	30.7	⬇	31.2	30.2	31.1
Producto B	26.2	23.4	23.5	24.4	⬆	23.7	24.6	24.1
Producto S	18.9	18.8	18.6	18.4	↔	18.0	18.6	18.2
Producto U	22.3	22.7	23.0	22.9	↔	22.4	22.9	22.9
Producto W	9.8	9.5	10.0	9.5	⬇	9.4	9.3	9.7
Producto L	6.8	6.5	6.6	6.2	⬇	6.4	6.2	6.2
Producto F	38.7	37.3	35.8	39.2	⬆	39.3	39.2	39.3
Producto C	28.1	27.2	28.8	28.8	↔	27.3	28.1	29.5
Producto D	31.7	31.6	31.3	31.4	↔	31.5	31.1	31.8

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Source: Market Data Analyzer - Update : Feb 2024



# Brazil - \$ SOM

SOM Value

Brazil	2022	2023	2023 Feb YTD	2024 Feb YTD	+/- Yr Ago	Dec'23	Jan'24	Feb'24
Producto X	70.7	70.9	70.9	71.0	↔	70.8	71.1	70.9
Producto A	32.8	33.2	32.4	33.1	↑	33.9	33.2	33.0
Producto M	36.9	38.0	36.9	37.2	↑	36.9	36.8	37.6
Producto B	20.9	19.2	19.4	19.5	↔	19.2	19.5	19.6
Producto S	6.0	6.3	6.3	6.3	↔	6.0	6.2	6.3
Producto W	15.6	15.0	15.9	14.8	↓	15.0	14.6	14.9
Producto L	16.8	15.3	16.3	14.1	↓	14.0	14.0	14.3
Producto H	4.1	3.6	3.9	3.4	↓	3.2	3.3	3.4
Producto C	8.6	8.3	8.5	8.8	↑	8.6	8.8	8.9



Source: Market Data Analyzer - Update : Feb 2024



# Brazil - Volume

SOM Volume

Brazil	2022	2023	2023 Feb YTD	2024 Feb YTD	+/- Yr Ago	Dec'23	Jan'24	Feb'24
Producto X	71.0	71.4	71.3	72.2	⬆	71.7	72.2	72.2
Producto A	35.1	36.6	35.1	36.5	⬆	37.7	36.9	36.2
Producto M	37.7	38.3	37.9	37.9	↔	36.9	37.6	38.2
Producto B	20.5	18.7	18.5	19.6	⬆	19.2	19.7	19.6
Producto S	10.5	12.0	11.6	13.8	⬆	11.4	13.8	13.8
Producto W	19.3	19.2	19.9	18.9	⬇	19.4	18.7	19.0
Producto L	11.6	10.7	11.1	10.2	⬇	10.2	10.1	10.3
Producto H	6.2	6.0	6.2	5.7	⬇	5.3	5.6	5.8
Producto C	5.6	5.1	5.3	5.3	↔	5.3	5.3	5.4



Source: Market Data Analyzer - Update : Feb 2024



# Mexico - \$SOM

SOM Value

Mexico	2022	2023	2023 Feb YTD	2024 Feb YTD	+/- Yr Ago	Dec'23	Jan'24	Feb'24
Producto X	78.0	77.3	76.8	78.0	⬆️	77.5	77.9	78.1
Producto A	38.8	38.5	39.0	37.8	⬇️	37.2	37.7	38.0
Producto M	23.0	22.1	22.5	22.7	↔️	21.8	22.4	23.3
Producto B	35.8	31.9	32.4	33.6	⬆️	32.7	33.6	33.4
Producto S	18.2	17.5	17.5	16.0	⬇️	17.2	16.0	16.0
Producto U	16.7	15.6	15.7	14.9	⬇️	14.6	15.0	14.9
Producto L	7.1	6.8	6.9	6.3	⬇️	6.1	6.3	6.3
Producto W	9.7	10.1	9.5	10.7	⬆️	10.5	10.6	10.9
Producto F	42.4	41.2	40.1	42.5	⬆️	43.0	42.4	43.0
Producto C	35.1	35.1	36.1	36.3	↔️	35.6	36.0	37.2
Producto D	40.9	42.0	40.5	41.8	⬆️	43.0	41.5	42.7



Source: Market Data Analyzer - Update : Feb 2024





# Mexico - SOM Volume

SOM Volume

Mexico	2022	2023	2023 Feb YTD	2024 Feb YTD	+/- Yr Ago	Dec'23	Jan'24	Feb'24
Producto X	81.7	82.1	81.3	83.6	⬆	82.1	83.4	84.1
Producto A	38.6	40.3	39.6	40.6	⬆	39.4	40.5	40.8
Producto M	24.1	22.3	23.0	24.6	⬆	23.6	24.3	25.4
Producto B	37.0	29.9	30.3	33.4	⬆	32.5	33.7	32.5
Producto S	26.8	25.3	26.0	23.7	⬇	25.5	23.8	23.2
Producto U	16.2	14.7	14.8	14.4	⬇	13.6	14.4	14.3
Producto L	5.1	4.6	4.6	4.0	⬇	3.7	4.0	4.0
Producto W	9.6	10.3	9.7	10.3	⬆	10.6	10.2	10.6
Producto F	39.2	39.3	36.7	41.8	⬆	42.3	41.7	42.3
Producto C	28.3	28.2	29.7	30.1	⬆	28.7	29.6	31.6
Producto D	39.3	41.8	38.8	41.9	⬆	43.3	41.4	43.4



Source: Market Data Analyzer - Update : Feb 2024



# Colombia - \$SOM

SOM Value

Colombia	2022	2023	2023 Feb YTD	2024 Feb YTD	+/- Yr Ago	Dec'23	Jan'24	Feb'24
Producto X	77.7	77.2	78.0	77.4	↓	77.4	77.8	77.1
Producto A	38.4	38.7	38.6	39.4	↑	39.4	39.5	39.3
Producto M	18.1	16.5	16.4	16.7	↑	16.6	16.4	17.0
Producto B	38.0	39.3	42.4	39.2	↓	38.7	39.5	38.8
Producto U	18.1	21.8	20.2	22.9	↑	22.0	22.6	23.2
Producto L	5.6	5.5	6.1	6.4	↑	5.5	6.8	6.1
Producto W	7.6	6.1	6.4	6.8	↑	5.9	6.7	6.8
Producto F	40.9	36.6	38.4	36.9	↓	36.3	36.9	36.9
Producto C	30.7	29.2	31.0	29.4	↓	29.1	29.7	29.1
Producto D	27.1	27.8	28.2	28.8	↑	28.8	28.7	28.8



Source: Market Data Analyzer - Update : Feb 2024



# Colombia - SOM Volume

SOM Volume

Colombia	2022	2023	2023 Feb YTD	2024 Feb YTD	+/- Yr Ago	Dec'23	Jan'24	Feb'24
Producto X	72.9	69.4	73.1	69.5	↓	69.6	70.0	69.1
Producto A	35.2	33.4	34.0	33.9	↔	33.7	33.9	34.0
Producto M	14.7	12.5	12.9	12.3	↓	12.4	12.0	12.6
Producto B	30.8	28.9	33.7	27.5	↓	27.0	28.0	27.0
Producto U	21.1	25.9	24.0	26.3	↑	25.6	26.0	26.5
Producto L	2.6	2.1	2.5	2.4	↔	1.9	2.5	2.2
Producto W	3.1	1.8	2.2	2.0	↔	1.6	1.9	2.0
Producto F	29.7	23.1	25.5	22.7	↓	22.1	22.8	22.5
Producto C	18.7	15.5	17.1	15.1	↓	14.9	15.1	15.0
Producto D	17.2	16.5	17.3	16.7	↓	16.7	16.7	16.8



Source: Market Data Analyzer - Update : Feb 2024



# CAM - \$ SOM

SOM Value

Central America	2022	2023	2023 Feb YTD	2024 Feb YTD	+/- Yr Ago	Dec'23	Jan'24	Feb'24
Producto X	87.5	85.8	86.1	85.3	↓	85.6	85.3	85.4
Producto A	61.2	60.6	60.6	60.9	↑	60.8	60.4	61.5
Producto M	30.0	29.4	29.8	28.5	↓	29.2	27.6	29.6
Producto B	54.0	52.2	53.3	52.7	↓	52.3	52.5	53.0
Producto W	10.6	8.9	10.7	9.2	↓	7.8	8.9	9.5
Producto L	10.5	9.4	10.0	8.2	↓	8.7	8.0	8.4
Producto F	63.5	59.2	60.3	58.8	↓	59.0	59.6	58.0
Producto C	44.5	42.1	42.6	41.3	↓	41.2	41.2	41.3
Producto D	36.4	32.4	34.5	31.6	↓	31.0	31.8	31.4



Source: Market Data Analyzer - Update : Feb 2024



# CAM - SOM (Volume)

## SOM Volume

Central America	2022	2023	2023 Feb YTD	2024 Feb YTD	+/- Yr Ago	Dec'23	Jan'24	Feb'24
Producto X	90.5	89.0	89.0	88.3	↓	88.4	88.2	88.4
Producto A	65.7	66.1	65.2	65.4	↔	66.1	64.9	66.1
Producto M	26.7	25.8	26.1	25.4	↓	25.9	24.0	27.0
Producto B	51.3	49.2	50.7	50.1	↓	50.3	49.9	50.3
Producto W	8.8	7.1	8.6	7.9	↓	6.6	7.5	8.4
Producto L	3.6	2.8	3.1	2.2	↓	2.5	2.2	2.3
Producto F	53.6	49.3	50.8	48.9	↓	49.1	49.9	47.9
Producto C	39.2	35.9	37.3	35.3	↓	34.9	35.3	35.2
Producto D	28.2	23.8	26.1	22.9	↓	21.8	22.9	23.0



Source: Market Data Analyzer - Update : Feb 2024



# S. Cone - \$ SOM

SOM Value								
Southern Cone	2022	2023	2023 Feb YTD	2024 Feb YTD	+/- Yr Ago	Dec'23	Jan'24	Feb'24
Producto X	66.5	66.3	67.8	69.3	↑	65.7	68.1	70.4
Producto A	43.7	43.1	44.8	47.6	↑	43.9	46.7	48.5
Producto M	37.2	35.5	37.6	35.4	↓	35.7	34.6	36.1
Producto B	6.5	5.5	5.3	5.2	↔	6.3	5.7	4.7
Producto U	15.0	14.1	15.4	14.4	↓	13.6	14.4	14.4
Producto L	2.3	1.7	2.1	1.5	↓	1.4	1.5	1.5



Source: Market Data Analyzer - Update : Feb 2024



# Argentina- \$ SOM

SOM Value								
Argentina	2022	2023	2023 Feb YTD	2024 Feb YTD	+/- Yr Ago	Dec'23	Jan'24	Feb'24
Producto X	73.5	74.2	75.9	77.0	⬆	75.3	75.8	78.0
Producto A	46.7	48.5	48.8	58.9	⬆	52.7	57.3	60.4
Producto M	49.4	47.1	50.9	46.5	⬇	48.1	45.8	47.2
Producto B	4.2	3.2	2.8	2.6	↔	3.2	3.1	2.2



Source: Market Data Analyzer - Update : Feb 2024



# GCAR- \$ SOM

SOM Value

GCAR	2021	2022	2023 Feb YTD	2024 Feb YTD	+/- Yr Ago	SO'23	ND;23	JF'24
Producto X	80.1	80.3	81.2	80.5	↓	80.2	80.8	80.5
Producto A	71.5	69.2	71.3	69.4	↓	69.0	68.9	69.4
Producto B	48.5	47.8	48.0	46.8	↓	49.1	47.8	46.8
Producto L	50.4	46.3	50.9	46.1	↓	44.1	44.0	46.1
Producto W	7.6	6.7	7.6	5.7	↓	5.8	6.4	5.7
Producto U	16.5	15.0	16.1	16.1	↔	14.8	14.8	16.1
Producto F	41.7	38.7	40.2	36.7	↓	38.7	38.1	36.7
DiA9 Hand	37.5	33.5	34.8	34.2	↓	32.8	33.0	34.2
Producto C	49.8	50.0	50.4	52.5	↑	52.0	51.4	52.5





# OC \$ SOM by Manufacturers

SOM Value Latin America

Producto X	2022	2023	2023 Feb YTD	2024 Feb YTD	+/- Yr Ago	Dec'23	Jan'24	Feb'24
Company P	73.6	73.6	73.6	74.2	⬆	73.8	74.2	74.3
Company P	9.3	9.3	9.1	8.9	↔	9.2	9.0	8.9
Company H	6.4	6.2	6.3	6.0	⬇	6.0	6.1	6.0
Company R	5.1	5.1	5.2	4.9	⬇	5.2	5.0	4.9
Others	5.6	5.8	5.8	5.9	↔	5.7	5.8	6.0

Producto A	2022	2023	2023 Feb YTD	2024 Feb YTD	+/- Yr Ago	Dec'23	Jan'24	Feb'24
Company P	39.2	38.9	39.1	39.1	↔	38.8	39.0	39.3
Company P	28.3	28.2	28.2	27.6	⬇	28.5	28.2	26.9
Curaden	3.9	4.0	3.9	4.0	↔	4.2	4.1	4.0
All Other (Specified)	1.6	1.9	1.6	2.0	⬆	2.0	2.0	2.0
Company H	1.7	1.9	1.8	1.8	↔	1.8	1.8	1.9
Others	25.3	25.2	25.4	25.4	↔	24.8	24.9	26.0

Producto M	2022	2023	2023 Feb YTD	2024 Feb YTD	+/- Yr Ago	Dec'23	Jan'24	Feb'24
Kenvue	40.1	39.7	39.9	39.8	↔	39.9	40.2	39.3
Company P	31.7	31.3	31.1	30.5	⬇	30.5	30.0	31.1
Company P	6.3	6.8	6.7	7.2	⬆	7.2	7.3	7.0
Others	21.9	22.2	22.2	22.5	⬆	22.4	22.4	22.6

# PCompany P \$ SOM by Manufacturers

SOM Value Latin America

Producto B	2022	2023	2023 Feb YTD	2024 Feb YTD	+/- Yr Ago	Dec'23	Jan'24	Feb'24
Company P	26.8	25.3	25.2	26.2	⬆️	25.8	26.4	26.0
Company R	25.1	25.0	25.9	23.8	⬇️	23.5	23.7	23.9
Company F	5.3	6.4	6.2	6.6	⬆️	6.8	6.6	6.7
Company G	3.8	4.1	3.9	4.6	⬆️	4.6	4.6	4.7
Company D	4.8	4.3	4.4	3.9	⬇️	4.1	3.9	4.0
All Other (Specified)	3.3	3.7	3.6	3.7	↔️	4.0	3.6	3.7
Private Label	2.6	2.7	2.5	2.9	⬆️	3.0	2.9	2.9
Private Labels	3.9	2.8	3.1	2.8	⬇️	2.8	2.8	2.8
Others	24.3	25.7	25.3	25.4	↔️	25.3	25.5	25.3

Producto WI	2022	2023	2023 Feb YTD	2024 Feb YTD	+/- Yr Ago	Dec'23	Jan'24	Feb'24
Company G	17.5	19.1	18.7	19.4	⬆️	19.0	18.9	19.9
Company R	13.1	12.5	12.8	12.4	⬇️	12.0	12.4	12.4
Company P	12.1	11.8	12.4	11.9	⬇️	11.8	11.8	12.0
Kenvue	10.0	8.1	8.6	7.5	⬇️	7.6	7.4	7.6
Company D	7.1	6.7	6.6	6.6	↔️	6.8	7.2	6.0
Private Labels	2.5	3.8	3.3	3.9	⬆️	4.6	4.0	3.9
All Other (Specified)	2.6	2.6	2.5	2.6	↔️	2.7	2.6	2.5
Others	35.1	2.4	2.9	2.4	⬇️	2.2	2.3	2.5

Producto L	2022	2023	2023 Feb YTD	2024 Feb YTD	+/- Yr Ago	Dec'23	Jan'24	Feb'24
Company R	16.9	16.8	16.3	17.0	⬆️	17.3	16.9	17.1
Company P	11.3	10.8	11.1	10.3	⬇️	10.5	10.3	10.4
4E	11.1	11.1	9.8	10.1	⬆️	10.3	10.4	9.9
Labach	7.0	7.6	9.1	7.3	⬇️	6.8	7.3	7.3
Private Label	7.6	6.1	6.1	6.5	⬆️	6.4	6.4	6.6
Durandin	7.3	6.6	8.0	5.9	⬇️	5.3	5.9	5.9
Private Labels	3.0	4.0	3.2	4.8	⬆️	5.0	4.7	4.9
Company G	3.4	3.9	3.8	4.2	⬆️	4.4	4.3	4.2
Others	32.5	33.1	32.6	33.8	⬆️	33.9	33.9	33.7

Colgate®

# PCompany P \$ SOM by Manufacturers

Producto U	2022	2023	2023 Feb YTD	2024 Feb YTD	+/- Yr Ago	Dec'23	Jan'24	Feb'24
Company R	42.1	43.0	42.7	43.4	⬆️	42.0	43.2	43.6
Company P	16.6	16.2	16.2	16.1	↔️	15.7	16.1	16.1
Company P	14.2	15.4	14.6	16.1	⬆️	16.5	16.4	15.9
Company D	10.5	10.3	10.6	9.8	⬆️	10.5	9.5	10.2
L'Oreal	7.5	7.1	7.6	6.3	⬆️	6.7	6.5	6.1
Private Labels	1.1	1.3	1.2	1.4	↔️	1.4	1.4	1.4
Others	7.8	6.7	7.2	6.9	⬆️	7.3	7.0	6.7

Producto S	2022	2023	2023 Feb YTD	2024 Feb YTD	+/- Yr Ago	Dec'23	Jan'24	Feb'24
Company R	26.9	25.4	26.1	24.8	⬆️	25.2	24.7	24.9
Company P	20.0	20.6	19.8	20.7	⬆️	20.4	20.9	20.4
L'Oreal	11.2	12.3	11.4	12.8	⬆️	12.4	12.5	13.1
Company P	10.6	10.8	10.5	10.0	⬆️	10.2	10.0	10.0
All Other (Specified)	8.1	7.8	8.2	7.8	⬆️	7.7	7.8	7.8
Kenvue	3.8	3.4	3.8	3.2	⬆️	3.4	3.2	3.2
Others	19.3	19.8	20.2	20.7	⬆️	20.7	20.9	20.5

Colgate®

# HC \$ SOM by Manufacturers

SOM Value Latin America

Producto F	2022	2023	2023 Feb YTD	2024 Feb YTD	+/- Yr Ago	Dec'23	Jan'24	Feb'24
Company P	43.9	42.2	41.5	43.3	⬆️	43.6	43.1	43.4
Company P	20.9	21.4	22.1	20.8	⬇️	20.0	21.3	20.2
Company L	19.4	19.6	20.3	19.2	⬇️	19.2	19.2	19.2
Private Labels	10.4	11.2	10.9	10.9	↔️	11.1	10.8	11.0
Company R	2.0	1.7	1.8	1.4	⬇️	1.5	1.4	1.3
La Popular	0.8	1.1	0.9	1.2	⬆️	1.1	1.1	1.3
Others	2.5	2.9	2.5	3.3	⬆️	3.4	3.0	3.5

Producto C	2022	2023	2023 Feb YTD	2024 Feb YTD	+/- Yr Ago	Dec'23	Jan'24	Feb'24
Company P	21.6	21.5	21.7	22.0	⬆️	21.3	21.9	22.2
Company L	14.4	15.2	14.2	14.4	↔️	14.3	14.6	14.2
Reckitt/Benckiser	13.9	12.8	13.3	12.5	⬇️	13.0	12.5	12.5
Private Labels	3.5	3.6	3.3	3.9	⬆️	4.0	3.9	3.9
K&M	3.3	3.3	3.4	3.3	↔️	3.5	3.4	3.3
Company R	2.7	2.1	2.5	1.7	⬇️	1.9	1.7	1.7
Others	40.6	41.5	41.5	42.1	⬆️	42.1	42.0	42.2

Producto D	2022	2023	2023 Feb YTD	2024 Feb YTD	+/- Yr Ago	Dec'23	Jan'24	Feb'24
Company P	37.1	37.2	37.1	37.2	↔️	37.6	37.0	37.5
Company P	28.3	28.8	28.7	28.8	↔️	27.7	29.3	28.3
Private Labels	11.7	12.5	11.9	13.4	⬆️	13.8	13.4	13.4
La Popular	3.6	3.7	3.7	3.8	↔️	3.9	3.7	3.9
Company L	3.6	3.0	3.4	2.2	⬇️	2.3	2.2	2.2
Company R	1.6	1.5	1.6	1.5	↔️	1.5	1.5	1.5
Others	0.2	0.2	0.2	0.2	↔️	0.2	0.2	0.2

# SOM Quarterly



# LatAm - SOM

## SOM by Q

SOM Value									
Company P	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	Q1'23	Q2'23	Q3'23	Q4'23
Producto X	73.6	73.6	73.6	74.2	↑	73.5	73.2	73.7	73.8
Producto A	39.2	38.9	39.1	39.1	↔	39.1	38.7	38.7	39.0
Producto M	31.7	31.3	31.1	30.5	↓	31.3	31.2	31.4	31.3
Producto B	26.8	25.3	25.2	26.2	↑	25.1	25.1	25.6	25.5
Producto S	10.6	10.8	10.5	10.0	↓	10.6	11.0	11.1	10.5
Producto U	16.6	16.2	16.2	16.1	↔	16.1	16.4	16.8	15.7
Producto W	12.1	11.8	12.4	11.9	↓	12.3	11.7	11.5	11.6
Liquid Hand WaA9	11.3	10.8	11.1	10.3	↓	11.1	10.9	10.5	10.5
Producto F	43.9	42.2	41.5	43.3	↑	41.8	42.0	41.7	43.4
Producto C	35.6	35.2	36.4	36.1	↓	35.9	34.8	35.0	35.1
Producto D	37.1	37.2	37.1	37.2	↔	37.3	36.9	37.4	37.2

# LatAm - SOM (Volume)

## SOM by Q

SOM Volume									
Company P	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	Q1'23	Q2'23	Q3'23	Q4'23
Producto X	74.9	75.0	75.1	75.5	⬆	75.1	74.5	75.3	75.2
Producto A	41.6	42.6	41.8	42.4	⬆	42.1	42.3	42.8	43.1
Producto M	31.7	31.1	31.2	30.7	⬇	31.2	30.6	31.0	31.5
Producto B	26.2	23.4	23.5	24.4	⬆	23.3	22.9	23.6	23.8
Producto S	18.9	18.8	18.6	18.4	↔	18.6	19.1	19.5	18.1
Producto U	22.3	22.7	23.0	22.9	↔	22.8	22.8	23.1	22.3
Producto W	9.8	9.5	10.0	9.5	⬇	9.9	9.4	9.2	9.4
Liquid Hand WaA9	6.8	6.5	6.6	6.2	⬇	6.6	6.7	6.5	6.4
Producto F	38.7	37.3	35.8	39.2	⬆	36.3	36.9	36.8	39.1
Producto C	28.1	27.2	28.8	28.8	↔	16.7	16.1	16.3	15.7
DiA9 Hand	31.7	31.6	31.2	31.4	↔	31.6	31.5	31.9	31.3

# Brazil - SOM

## SOM by Q

SOM Value

Company P	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	Q1'23	Q2'23	Q3'23	Q4'23
Producto X	70.7	70.9	70.9	71.0	↔	70.9	70.8	71.0	70.9
Producto A	32.8	33.2	32.4	33.1	↑	32.6	33.0	33.3	33.9
Producto M	36.9	38.0	36.8	37.2	↑	37.3	38.7	38.5	37.5
Producto B	21.0	19.2	19.4	19.5	↔	19.3	19.0	19.3	19.2
Producto S	6.0	6.3	6.3	6.3	↔	6.4	6.5	6.3	6.2
Producto W	15.6	15.0	15.9	14.8	↓	14.3	13.6	13.1	13.2
Liquid Hand WaA9	16.8	15.3	16.3	14.1	↓	20.1	19.2	18.0	17.1
Producto C	8.6	8.3	8.5	8.8	↑	9.0	8.8	8.7	9.0



# Mexico - SOM (LC Value)

## SOM by Q

SOM Value									
Company P	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	Q1'23	Q2'23	Q3'23	Q4'23
Producto X	78.1	77.3	76.7	78.0	⬆	76.7	77.1	77.7	77.5
Producto A	38.7	38.3	38.9	37.5	⬇	39.0	38.5	38.2	37.5
Producto M	23.1	22.1	22.3	22.8	⬆	22.3	22.1	21.9	22.0
Producto B	35.7	32.2	32.3	33.9	⬆	32.1	31.8	31.6	33.2
Producto S	18.1	17.5	17.5	16.0	⬇	17.5	17.4	17.8	17.3
Producto U	16.7	15.6	15.6	14.9	⬇	15.5	16.0	16.2	14.6
Producto W	9.6	10.0	9.4	10.7	⬆	9.3	9.4	10.4	10.7
Liquid Hand WaA9	6.9	6.7	6.8	6.3	⬇	6.9	7.0	6.7	6.3
Producto F	42.1	41.2	39.8	42.8	⬆	40.1	41.0	40.7	42.9
Producto C	33.9	34.1	35.2	35.4	↔	34.7	33.5	34.0	34.2
Producto D	40.2	41.6	40.7	41.7	⬆	41.1	40.8	42.4	42.2

# Colombia - SOM (Value)

## SOM by Q

SOM Value									
Company P	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	Q1'23	Q2'23	Q3'23	Q4'23
Producto X	77.6	77.2	78.0	77.4	↓	77.7	77.3	77.0	77.0
Producto A	38.4	38.7	38.6	39.4	↑	38.7	38.5	38.5	39.2
Producto M	18.1	16.5	16.4	16.7	↑	16.6	16.2	16.7	16.6
Producto B	38.0	39.2	42.4	39.2	↓	41.9	37.3	39.7	38.3
Producto U	18.0	21.8	20.2	22.9	↑	20.5	22.2	22.1	22.3
Producto W	7.6	6.1	6.4	6.8	↑	5.8	5.6	6.0	5.7
Liquid Hand WaA9	5.6	5.5	6.1	6.4	↑	6.0	5.4	5.3	5.4
Producto F	41.0	36.6	38.4	36.9	↓	38.8	35.9	36.0	36.0
Producto C	30.8	29.3	31.0	29.4	↓	30.5	29.0	29.0	28.9
Producto D	27.1	27.8	28.3	28.8	↑	28.1	27.7	27.3	28.2

# Southern Cone – SOM (Value)

## SOM by Q

SOM Value									
Company P	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	Q1'23	Q2'23	Q3'23	Q4'23
Producto X	66.5	66.3	67.8	69.3	⬆	67.0	64.3	66.1	67.8
Producto A	43.7	43.1	44.8	47.6	⬆	44.1	42.2	42.4	43.7
Producto M	37.2	35.5	37.6	35.4	⬇	36.4	32.4	35.3	38.1
Producto B	6.5	5.5	5.3	5.2	↔	5.3	5.7	5.6	5.5
Producto U	15.0	14.1	15.4	14.4	⬇	14.9	13.6	13.8	13.8
Producto W	0.0	0.0	0.0	0.0	↔	0.0	0.0	0.0	0.0
Liquid Hand WaA9	2.3	1.7	2.1	1.5	⬇	2.0	1.6	1.6	1.5

# Central América – SOM (Value)

## SOM by Q

SOM Value									
Company P	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	Q1'23	Q2'23	Q3'23	Q4'23
Producto X	87.5	85.8	86.1	85.3	↓	85.9	85.5	86.0	85.7
Producto A	61.2	60.6	60.5	60.9	↑	60.4	60.3	60.9	60.8
Producto M	30.0	29.4	29.8	28.5	↓	29.6	29.0	29.4	29.5
Producto B	54.0	52.2	53.3	52.7	↓	52.8	51.7	51.9	52.4
Producto W	10.6	8.9	10.7	9.2	↓	10.6	8.9	8.2	8.2
Liquid Hand WaA9	10.5	9.4	10.0	8.2	↓	10.2	9.8	9.2	8.7
Producto F	63.5	59.2	60.3	58.8	↓	60.1	58.8	58.8	59.2
Producto C	44.5	42.1	42.6	41.3	↓	42.6	42.8	41.5	41.4
Producto D	36.4	32.4	34.5	31.6	↓	34.3	32.7	31.6	31.0

# Content



Market Growth Rates



SOM Value LatAm & Regions



SOM Value/ Volume By Category



SOM Value by Manufacturers



Lines CharA8 by Category / Competitors



Media CharA8

# Producto X

SOM Value										
Producto X	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Company P Mix
Brazil	70.7	70.9	70.9	71.0	↔	0.1	70.8	71.1	70.9	40.7%
Mexico	78.1	77.3	76.7	78.0	↑	1.4	77.5	77.9	78.2	22.4%
Colombia	77.6	77.2	78.0	77.4	↓	-0.6	77.4	77.8	77.1	9.5%
Central America	87.5	85.8	86.1	85.3	↓	-0.7	85.6	85.3	85.4	9.0%
Chile	50.2	48.7	50.2	50.2	↔	0.0	49.3	50.2	50.2	2.6%
Peru	68.6	69.9	69.6	69.8	↔	0.2	70.6	70.1	69.5	3.3%
Uruguay	86.4	86.6	86.9	86.2	↓	-0.7	86.3	86.2	86.2	0.9%
Dominican Republic	92.0	92.0	92.2	92.2	↔	0.0	92.0	92.1	92.3	2.4%
Argentina	73.5	74.2	75.9	77.0	↑	1.1	75.3	75.8	78.0	8.2%
Puerto Rico	62.2	60.9	62.8	60.5	↓	-2.3	60.6	60.5	60.5	0.9%
Latin America	73.6	73.6	73.6	74.2	↑	0.6	73.8	74.2	74.3	100.0%
SOM Volume										
Producto X	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Company P Mix
Brazil	71.0	71.4	71.3	72.2	↑	0.9	71.7	72.2	72.3	45.6%
Mexico	81.8	82.1	81.1	83.7	↑	2.7	82.0	83.4	84.2	23.9%
Colombia	72.9	69.4	73.1	69.5	↓	-3.6	69.6	70.0	69.1	8.4%
Central America	90.5	89.0	89.0	88.3	↓	-0.7	88.4	88.2	88.4	7.1%
Chile	52.4	50.1	51.6	52.2	↑	0.5	49.8	52.2	52.2	1.9%
Peru	65.8	68.2	67.8	68.0	↔	0.1	68.8	68.2	67.8	4.0%
Uruguay	90.8	91.5	91.3	91.2	↔	-0.2	91.1	91.2	91.2	0.6%
Dominican Republic	89.6	89.2	89.6	90.0	↑	0.4	89.4	89.8	90.1	1.4%
Argentina	80.4	82.4	83.8	80.7	↓	-3.1	83.4	79.6	81.8	6.5%
Puerto Rico	74.8	74.5	75.6	74.6	↓	-1.0	74.0	74.6	74.6	0.5%
Latin America	74.9	75.0	75.1	75.5	↑	0.4	75.1	75.5	75.6	100.0%

# Producto A

SOM Value

Producto A	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Company P Mix
Brazil	32.8	33.2	32.4	33.1	⬆	0.7	33.9	33.2	33.0	39.5%
Mexico	38.7	38.3	38.9	37.5	⬇	-1.4	36.9	37.4	37.7	21.8%
Colombia	38.4	38.7	38.6	39.4	⬆	0.9	39.4	39.5	39.3	7.4%
Central America	61.2	60.6	60.5	60.9	⬆	0.4	60.8	60.4	61.5	8.7%
Chile	35.9	33.7	36.5	34.4	⬇	-2.1	34.6	34.4	34.4	5.3%
Peru	51.8	50.7	52.0	50.6	⬇	-1.4	50.2	50.1	51.2	5.0%
Uruguay	72.6	70.0	70.4	68.1	⬇	-2.3	67.8	68.1	68.2	2.0%
Dominican Republic	80.0	79.5	81.2	78.1	⬇	-3.1	77.9	78.3	77.9	1.8%
Argentina	46.7	48.5	48.8	58.9	⬆	10.0	52.7	57.3	60.4	7.4%
Puerto Rico	62.5	56.7	59.4	58.5	⬇	-0.9	56.3	58.5	58.5	1.1%
Latin America	39.2	38.9	39.1	39.1	↔	0.1	38.8	39.0	39.3	100.0%

SOM Volume

Producto A	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Company P Mix
Brazil	35.1	36.6	35.1	36.5	⬆	1.5	37.7	36.9	36.2	36.7%
Mexico	38.5	40.1	39.6	40.2	⬆	0.6	39.1	40.0	40.4	24.0%
Colombia	35.2	33.4	34.0	33.9	↔	-0.1	33.7	33.9	34.0	8.2%
Central America	65.7	66.1	65.2	65.4	↔	0.2	66.1	64.9	66.1	10.8%
Chile	47.8	47.2	49.0	47.4	⬇	-1.6	49.1	47.4	47.4	4.8%
Peru	56.5	55.7	57.8	55.4	⬇	-2.4	55.0	55.2	55.6	5.4%
Uruguay	71.4	64.9	66.9	66.6	↔	-0.2	64.9	65.1	68.1	0.8%
Dominican Republic	84.5	82.3	83.0	81.1	⬇	-2.0	81.5	81.4	80.7	1.6%
Argentina	57.8	62.5	60.6	64.9	⬆	4.3	65.7	62.1	67.9	7.1%
Puerto Rico	58.0	49.6	51.4	53.9	⬆	2.5	51.1	53.9	53.9	0.6%
Latin America	41.6	42.6	41.8	42.4	⬆	0.6	42.8	42.3	42.5	100.0%

# Producto M

SOM Value										
Producto M	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Company P Mix
Brazil	36.9	38.0	36.8	37.2	⬆	0.4	36.9	36.8	37.6	56.3%
Mexico	23.1	22.1	22.3	22.8	⬆	0.5	22.0	22.4	23.2	18.2%
Colombia	18.1	16.5	16.4	16.7	⬆	0.3	16.6	16.4	17.0	4.5%
Central America	30.0	29.4	29.8	28.5	⬇	-1.3	29.2	27.6	29.6	6.0%
Chile	25.4	23.3	24.3	22.5	⬇	-1.8	25.9	22.5	22.5	3.4%
Peru	22.3	21.2	22.2	22.2	↔	0.0	21.5	22.3	22.0	1.9%
Argentina	49.4	47.1	50.9	46.5	⬇	-4.3	48.1	45.8	47.2	8.2%
Puerto Rico	24.6	22.1	22.7	21.3	⬇	-1.4	21.6	21.3	21.3	1.6%
Latin America	31.7	31.3	31.1	30.5	⬇	-0.6	30.5	30.0	31.1	100.0%
SOM Volume										
Producto M	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Company P Mix
Brazil	37.7	38.3	37.9	37.9	↔	0.0	36.9	37.6	38.2	62.7%
Mexico	24.1	22.1	22.5	24.7	⬆	2.2	23.7	24.2	25.2	16.7%
Colombia	14.7	12.5	12.9	12.3	⬇	-0.6	12.4	12.0	12.6	4.1%
Central America	26.7	25.8	26.1	25.4	⬇	-0.8	25.9	24.0	27.0	3.7%
Chile	25.0	24.3	24.5	22.8	⬇	-1.7	28.7	22.8	22.8	3.2%
Peru	21.5	21.6	22.1	23.1	⬆	1.1	21.8	23.3	23.0	1.8%
Argentina	53.2	50.3	55.6	44.8	⬇	-10.7	51.1	42.9	47.0	6.1%
Puerto Rico	19.8	18.3	17.9	17.5	⬇	-0.3	18.5	17.5	17.5	1.6%
Latin America	31.7	31.1	31.2	30.7	⬇	-0.5	31.2	30.2	31.1	100.0%



# Producto B

SOM Value										
Producto B	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Company P Mix
Brazil	21.0	19.2	19.4	19.5	↔	0.2	19.2	19.5	19.6	39.9%
Mexico	35.7	32.2	32.3	33.9	↑	1.5	33.3	34.0	33.7	27.0%
Colombia	38.0	39.2	42.4	39.2	↓	-3.2	38.7	39.6	38.8	10.2%
Central America	54.0	52.2	53.3	52.7	↓	-0.5	52.3	52.5	53.0	13.0%
Chile	18.7	17.3	18.3	17.5	↓	-0.9	17.4	17.5	17.5	0.8%
Peru	33.2	34.3	33.6	34.5	↑	0.9	35.0	34.9	34.1	5.2%
Dominican Republic	61.7	58.9	60.6	57.1	↓	-3.5	58.3	57.2	56.9	1.6%
Argentina	4.2	3.2	2.8	2.6	↔	-0.2	3.2	3.1	2.2	0.5%
Puerto Rico	39.9	40.3	39.7	40.2	↑	0.6	40.7	40.2	40.2	1.8%
Latin America	26.8	25.3	25.2	26.2	↑	1.0	25.8	26.4	26.0	100.0%

SOM Volume										
Producto B	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Company P Mix
Brazil	20.5	18.7	18.5	19.6	↑	1.1	19.2	19.7	19.6	45.5%
Mexico	36.8	30.1	30.0	33.4	↑	3.5	33.1	34.1	32.8	25.3%
Colombia	30.8	28.9	33.7	27.5	↓	-6.2	27.0	28.0	27.0	9.3%
Central America	51.3	49.2	50.7	50.1	↓	-0.6	50.3	49.9	50.3	11.7%
Chile	22.8	20.2	22.7	19.6	↓	-3.1	19.9	19.6	19.6	0.6%
Peru	32.3	33.5	32.9	33.7	↑	0.8	33.9	34.2	33.2	4.2%
Dominican Republic	56.0	51.5	52.9	49.0	↓	-3.9	50.8	49.6	48.4	1.5%
Argentina	4.1	3.3	2.7	2.5	↔	-0.2	3.5	2.9	2.0	0.6%
Puerto Rico	46.0	43.7	44.7	43.9	↓	-0.8	43.9	43.9	43.9	1.3%
Latin America	26.2	23.4	23.5	24.4	↑	0.8	23.7	24.6	24.1	100.0%



# Producto W

SOM Value

Producto W	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Company P Mix
Brazil	15.6	15.0	15.9	14.8	↓	-1.1	15.0	14.6	14.9	78.5%
Mexico	9.6	10.0	9.4	10.7	↑	1.3	10.4	10.5	10.8	14.3%
Colombia	7.6	6.1	6.4	6.8	↑	0.4	5.9	6.7	6.8	3.7%
Central America	10.6	8.9	10.7	9.2	↓	-1.5	7.8	8.9	9.5	1.4%
Chile	0.0	0.0	0.0	0.0	↔	0.0	0.0	0.0	0.0	0.0%
Peru	17.4	21.8	19.6	23.3	↑	3.7	22.9	23.2	23.4	2.0%
Latin America	12.1	11.8	12.4	11.9	↓	-0.5	11.8	11.8	12.0	100.0%

SOM Volume

Producto W	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Company P Mix
Brazil	19.3	19.2	19.9	18.9	↓	-0.7	19.4	18.7	19.0	78.8%
Mexico	9.5	10.2	9.6	10.3	↑	0.7	10.5	10.1	10.5	14.6%
Colombia	3.1	1.8	2.2	2.0	↔	-0.2	1.6	1.9	2.0	3.1%
Central America	8.8	7.1	8.6	7.9	↓	-0.7	6.6	7.5	8.4	1.2%
Chile	0.1	0.0	0.0	0.0	↔	0.0	0.0	0.0	0.0	0.0%
Peru	22.0	25.3	23.6	27.5	↑	3.9	5.3	4.8	3.7	2.4%
Latin America	9.8	9.5	10.0	9.5	↓	-0.5	9.4	9.3	9.7	100.0%

# Liquid Hand WaA9

SOM Value										
Producto L	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Company P Mix
Brazil	16.8	15.3	16.3	14.1	↓	-2.2	14.0	14.0	14.3	74.3%
Mexico	6.9	6.7	6.8	6.3	↓	-0.5	6.1	6.3	6.3	11.1%
Colombia	5.6	5.5	6.1	6.4	↑	0.3	5.5	6.8	6.1	4.1%
Central America	10.5	9.4	10.0	8.2	↓	-1.8	8.7	8.0	8.4	5.5%
Chile	2.3	1.7	2.1	1.5	↓	-0.6	1.4	1.5	1.5	2.8%
Peru	6.8	6.4	8.2	5.8	↓	-2.4	6.7	6.4	5.3	1.8%
Dominican Republic	11.1	13.5	11.6	16.5	↑	4.9	15.2	17.3	15.5	0.4%
<b>Latin America</b>	<b>11.3</b>	<b>10.8</b>	<b>11.1</b>	<b>10.3</b>	↓	-0.7	<b>10.5</b>	<b>10.3</b>	<b>10.4</b>	<b>100.0%</b>

SOM Volume										
Producto L	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Company P Mix
Brazil	11.6	10.7	11.1	10.2	↓	-1.9	10.2	10.1	10.3	74.2%
Mexico	4.9	4.5	4.5	4.0	↓	-0.6	3.6	3.9	4.0	12.1%
Colombia	2.6	2.1	2.5	2.4	↔	-0.1	1.9	2.5	2.2	4.6%
Central America	3.6	2.8	3.1	2.2	↓	-0.9	2.5	2.2	2.3	3.3%
Chile	1.4	0.9	1.2	0.8	↓	-0.4	0.7	0.8	0.8	3.5%
Peru	5.1	4.6	5.8	4.2	↓	-1.6	5.3	4.8	3.7	2.1%
Dominican Republic	5.4	6.2	5.2	7.5	↑	2.3	7.0	8.1	6.9	0.3%
<b>Latin America</b>	<b>6.8</b>	<b>6.5</b>	<b>6.6</b>	<b>6.2</b>	↓	-0.4	<b>6.4</b>	<b>6.2</b>	<b>6.2</b>	<b>100.0%</b>

# Producto S

SOM Value										
Producto S	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Company P Mix
Brazil	6.0	6.3	6.3	6.3	↔	0.0	6.0	6.2	6.3	38.4%
Mexico	18.1	17.5	17.5	16.0	↓	-1.5	17.2	16.0	16.0	61.6%
Latin America	10.6	10.8	10.5	10.0	↓	-0.5	10.2	10.0	10.0	100.0%

SOM Volume										
Producto S	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Company P Mix
Brazil	10.5	12.0	11.6	13.8	↑	2.2	11.4	13.8	13.8	39.4%
Mexico	26.6	25.4	25.8	23.5	↓	-2.3	25.6	23.7	23.2	60.6%
Latin America	18.9	18.8	18.6	18.4	↔	-0.2	18.0	18.6	18.2	100.0%

# Producto U

SOM Value										
DeodoranA8	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Company P Mix
Mexico	16.7	15.6	15.6	14.9	↓	-0.7	14.6	15.0	14.8	60.2%
Colombia	18.1	21.8	20.2	22.9	↑	2.7	22.0	22.6	23.2	20.1%
Chile	15.0	14.1	15.4	14.4	↓	-1.0	13.6	14.4	14.4	11.0%
Peru	13.2	13.8	13.9	14.2	↑	0.3	14.0	14.1	14.4	5.7%
Dominican Republic	26.0	24.0	24.9	25.0	↔	0.1	23.6	24.8	25.2	3.0%
Latin America	16.6	16.2	16.2	16.1	↔	-0.1	15.7	16.1	16.1	100.0%
SOM Volume										
DeodoranA8	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Company P Mix
Mexico	16.3	14.8	14.7	14.4	↔	-0.2	13.7	14.5	14.4	31.1%
Colombia	21.1	25.9	24.0	26.3	↑	1.4	25.6	26.0	26.5	51.5%
Chile	15.7	14.5	16.5	14.9	↓	-1.7	14.1	14.9	14.9	4.4%
Peru	22.7	24.0	23.0	24.3	↑	1.2	24.3	23.5	25.0	10.9%
Dominican Republic	24.4	24.3	26.0	23.4	↓	-2.6	23.7	23.3	23.4	2.2%
Latin America	22.3	22.7	23.0	22.9	↔	0.0	22.4	22.9	22.9	100.0%

# Producto F

SOM Value										
Fabric Softeners	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Company P Mix
Mexico	42.1	41.2	39.8	42.8	⬆	3.0	43.2	42.5	43.1	71.1%
Colombia	40.9	36.6	38.4	36.9	⬇	-1.5	36.3	36.9	36.9	8.6%
Central America	63.5	59.2	60.3	58.8	⬇	-1.5	59.0	59.6	58.0	14.0%
Peru	33.5	34.2	33.4	33.8	⬆	0.4	34.8	33.5	34.1	3.0%
Dominican Republic	37.3	33.8	36.2	32.1	⬇	-4.0	32.9	32.2	32.0	2.0%
Puerto Rico	51.7	49.9	50.2	48.3	⬇	-1.9	50.7	48.3	48.3	1.4%
Latin America	43.9	42.2	41.5	43.3	⬆	1.8	43.6	43.1	43.4	100.0%

SOM Volume										
Fabric Softeners	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Company P Mix
Mexico	39.2	39.3	36.6	42.0	⬆	5.4	42.3	41.7	42.3	79.2%
Colombia	29.7	23.1	25.5	22.7	⬇	-2.8	22.1	22.8	22.5	7.7%
Central America	53.6	49.3	50.8	48.9	⬇	-1.9	49.1	49.9	47.9	8.9%
Peru	33.0	33.9	33.0	33.1	↔	0.1	34.6	32.9	33.4	1.8%
Dominican Republic	24.0	20.0	22.1	18.4	⬇	-3.6	18.6	18.2	18.6	1.1%
Puerto Rico	51.3	46.9	46.7	46.0	⬇	-0.7	49.1	46.0	46.0	1.3%
Latin America	38.7	37.3	35.8	39.2	⬆	3.4	39.3	39.2	39.3	100.0%

# Producto C

SOM Value										
Producto C	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Company P Mix
Brazil	8.6	8.3	8.5	8.8	⬆	0.4	8.6	8.8	8.9	22.6%
Mexico	33.9	34.1	35.2	35.4	↔	0.2	34.5	34.8	36.0	54.1%
Colombia	30.7	29.2	31.0	29.4	⬇	-1.6	29.1	29.7	29.1	7.9%
Central America	44.5	42.1	42.6	41.3	⬇	-1.3	41.2	41.2	41.3	10.0%
Dominican Republic	61.6	63.0	61.7	65.8	⬆	4.1	64.9	65.9	65.8	4.2%
Puerto Rico	31.8	29.0	30.1	28.5	⬇	-1.6	29.5	28.5	28.5	1.2%
Latin America	35.6	35.2	36.4	36.1	⬆	0.3	35.4	35.7	36.5	100.0%

SOM Volume										
Producto C	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Company P Mix
Brazil	5.6	5.1	5.3	5.3	↔	0.1	5.3	5.3	5.4	16.7%
Mexico	28.0	28.0	29.6	30.4	⬆	0.8	28.5	29.4	31.4	63.7%
Colombia	18.7	15.5	17.1	15.1	⬇	-2.0	14.9	15.1	15.0	6.5%
Central America	39.2	35.9	37.3	35.3	⬇	-2.1	34.9	35.3	35.2	8.5%
Dominican Republic	41.5	38.1	39.2	40.0	⬆	0.8	37.8	40.0	40.0	3.3%
Puerto Rico	34.7	30.1	31.9	30.1	⬇	-1.8	30.3	30.1	30.1	1.2%
Latin America	6.8	6.5	6.6	6.2	↔	-0.2	6.4	6.2	6.2	100.0%

# Producto D

SOM Value										
Producto D	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Company P Mix
Mexico	40.2	41.6	40.7	41.7	⬆	1.0	42.7	41.1	42.2	66.4%
Colombia	27.1	27.8	28.3	28.8	⬆	0.5	28.8	28.7	28.8	12.8%
Central America	36.4	32.4	34.5	31.6	⬇	-2.9	31.0	31.8	31.4	15.5%
Dominican Republic	19.7	17.4	18.7	18.9	↔	0.2	18.3	18.9	18.8	1.6%
Puerto Rico	58.4	53.4	54.7	52.1	⬇	-2.6	52.0	52.1	52.1	3.8%
Latin America	37.1	37.2	37.1	37.3	↔	0.1	37.6	37.0	37.5	100.0%

SOM Volume										
Producto D	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Company P Mix
Mexico	38.6	41.4	39.3	42.0	⬆	2.6	43.0	41.1	43.0	69.3%
Colombia	17.2	16.5	17.3	16.7	⬇	-0.6	16.7	16.7	16.8	11.8%
Central America	28.2	23.8	26.1	22.9	⬇	-0.3	21.8	22.9	23.0	14.4%
Dominican Republic	10.5	8.4	9.3	8.7	⬇	-0.6	8.5	8.6	8.7	1.1%
Puerto Rico	57.0	50.8	51.2	49.6	⬇	-1.6	49.8	49.6	49.6	3.4%
Latin America	31.7	31.6	31.	31.4	↔	0.2	31.5	31.1	31.8	100.0%



# Content



Market Growth Rates



SOM Value LatAm & Regions



SOM Value/ Volume By Category



SOM Value by Manufacturers



Lines CharA8 by Category / Competitors



Media CharA8

# Company P- \$ SOM

SOM Value Latin America

Company P	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Producto X	9.3	9.3	9.1	8.9	↔	-0.1	9.2	9.0	8.9
Producto A	28.3	28.2	28.2	27.6	↓	-0.6	28.5	28.2	26.9
Producto M	6.3	6.8	6.7	7.2	↑	0.5	7.2	7.3	7.0
Producto B	0.3	0.4	0.4	0.4	↔	0.0	0.3	0.4	0.4
Liquid Soaps	0.6	1.0	0.9	1.0	↔	0.1	1.1	1.0	1.0
Producto U	14.2	15.4	14.6	16.1	↑	1.5	16.5	16.4	15.9
Producto S	20.0	20.6	19.8	20.7	↑	0.9	20.4	20.9	20.4
Producto F	20.9	21.4	22.1	20.8	↓	-1.4	20.0	21.3	20.2
DiA9 Hand	28.3	28.8	28.7	28.8	↔	0.1	27.7	29.3	28.3

# Company P - Volume

SOM Volume Latin America

Company P	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Producto X	11.0	10.3	10.2	9.4	↓	-0.8	9.7	9.4	9.3
Producto A	27.0	25.3	25.8	24.2	↓	-1.6	24.8	24.8	23.7
Producto M	6.8	7.3	7.0	7.5	↑	0.4	7.4	7.6	7.4
Producto B	0.3	0.3	0.3	0.3	↔	0.0	0.3	0.3	0.3
Liquid Soaps	0.4	0.8	0.7	0.8	↔	0.0	0.8	0.7	0.8
Producto U	9.5	10.2	9.6	10.7	↑	1.1	11.3	11.0	10.5
Producto S	15.8	16.1	15.6	16.3	↑	0.7	16.1	16.4	16.2
Producto F	17.5	17.5	18.7	16.3	↓	-2.3	15.5	16.9	15.7
DiA9 Hand	25.7	23.1	24.4	22.7	↓	-1.7	21.4	23.3	22.1

# Company P Producto X

Value \$SOM by Country

SOM Value Latin America

Company P - Producto X	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Mix
Brazil	10.1	9.7	9.2	9.5	↕	0.3	9.6	9.5	9.5	45%
Mexico	14.8	14.8	15.1	13.9	↕	-1.2	14.6	14.1	13.7	33%
Andean	4.5	4.6	4.8	4.5	↕	-0.3	4.3	4.4	4.5	6%
Central America	8.3	9.6	9.4	10.0	↕	0.6	9.6	10.1	10.0	9%
Southern Cone	5.7	4.8	4.6	3.5	↕	-1.1	3.4	3.5	3.5	5%
Greater Caribbean	4.2	4.4	4.2	4.5	↕	0.3	4.4	4.6	4.4	2%
LatAm	9.3	9.3	9.1	8.9	↔	-0.1	9.2	9.0	8.9	100%

# UNICompany R - \$ SOM

SOM Value Latin America

UniCompany R	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Mix
Producto X	5.1	5.1	5.2	4.9	↓	-0.3	5.2	5.0	4.9	6%
Producto A	0.4	0.3	0.3	0.3	↔	0.0	0.3	0.3	0.3	0%
Producto B	25.1	25.0	25.9	23.8	↓	-2.1	23.5	23.7	23.9	29%
Liquid Soaps	30.0	29.3	29.1	29.4	↑	0.3	29.3	29.3	29.5	5%
Producto U	42.1	43.0	42.7	43.4	↑	0.7	42.0	43.2	43.6	28%
Producto S	26.9	25.4	26.1	24.8	↓	-1.3	25.2	24.7	24.9	29%
Producto F	2.0	1.7	1.8	1.4	↓	-0.4	1.5	1.4	1.3	1%
Producto C	2.7	2.1	2.5	1.7	↓	-0.9	1.9	1.7	1.7	2%
DiA9 Hand	1.6	1.5	1.6	1.5	↔	-0.1	1.5	1.5	1.5	100%

# UNICompany R - Volume

SOM Volume Latin America

UniCompany R	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Mix
Producto X	6.6	6.5	6.7	6.6	↔	-0.1	6.9	6.6	6.6	2%
Producto A	0.3	0.2	0.2	0.3	↔	0.1	0.3	0.3	0.3	1%
Producto B	21.8	21.5	22.6	19.9	↓	-2.8	20.5	20.0	19.8	18%
Liquid Soaps	21.5	20.0	20.1	19.7	↓	-0.3	19.8	19.7	19.8	3%
Producto U	34.8	36.6	35.3	36.6	↑	1.3	35.4	36.0	37.3	55%
Producto S	29.6	28.9	29.5	28.5	↓	-1.0	29.3	28.5	28.5	21%
Producto F	1.6	1.4	1.5	1.1	↓	-0.4	1.1	1.1	1.0	0%
Producto C	1.4	1.0	1.3	0.7	↓	-0.6	0.8	0.7	0.7	0%
DiA9 Hand	1.7	1.9	1.8	1.8	↔	0.1	1.9	1.8	1.9	0%

# Company H - \$ SOM (Total and D&P)

SOM Value Latin America									
Company H	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Producto X	6.4	6.2	6.3	6.0	⬇️	-0.3	6.0	6.1	6.0
Producto A	1.7	1.9	1.8	1.8	↔️	0.1	1.8	1.8	1.9
Producto M	0.6	0.4	0.5	0.4	↔️	-0.1	0.4	0.3	0.4

SOM Value Latin America									
Producto X	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24
AquafreA9	0.5	0.5	0.5	0.4	↔️	-0.1	0.4	0.4	0.4
Parodontax	0.5	0.4	0.4	0.4	↔️	-0.1	0.3	0.4	0.3
Sensodyne	5.4	5.3	5.3	5.2	↔️	-0.1	5.3	5.3	5.2

SOM Value D&P									
Company H	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Producto X	18.9	17.9	17.9	16.8	⬇️	-1.1	17.4	17.0	16.7
Producto A	3.2	3.6	3.3	3.5	↔️	0.2	3.6	3.5	3.5
Producto M	0.8	0.6	0.6	0.5	↔️	-0.1	0.6	0.5	0.5

# Company H - \$ SOM (Total and D&P)

SOM Value Latin America

Company H A1	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Brazil	6.7	6.6	6.5	6.5	↔	0.1	6.7	6.7	6.4
Mexico	3.3	3.5	3.7	3.5	↔	-0.1	3.6	3.5	3.6
Andean	3.9	3.5	3.6	3.1	↓	-0.5	3.3	3.1	3.1
Central America	2.1	2.0	2.1	1.9	↔	-0.2	1.9	1.9	2.0
Greater Caribbean	11.5	11.1	10.6	11.2	↑	0.6	10.7	11.1	11.3
Southern Cone	12.4	13.1	12.5	12.7	↔	0.1	13.2	13.1	12.2
LatAm	6.4	6.2	6.3	6.0	↓	-0.3	6.0	6.1	6.0

SOM Value D&P Latin America

Company H A1	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Brazil	21.3	19.9	19.7	19.2	↓	-0.5	20.1	19.6	18.8
Southern Cone	19.4	19.0	19.3	17.9	↓	-1.5	17.6	17.8	17.9
Mexico	14.1	13.2	14.0	12.6	↓	-1.4	12.3	12.4	12.8
Andean	12.4	11.4	10.9	10.0	↓	-0.9	11.1	9.9	10.1
Greater Caribbean	5.8	5.2	5.6	6.7	↑	1.1	4.5	8.0	5.6
Central America	17.5	16.9	19.2	14.5	↓	-4.7	14.7	14.6	14.5
LatAm	18.9	17.9	17.9	16.8	↓	-1.1	17.4	17.0	16.7



# Company H (GSK) - \$ SOM by RE

Club Stores & CaA9 and Carry 5 % SOM

Company H	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Producto X	3.7	4.1	4.0	4.5	⬆	0.5	4.3	4.6	4.4
Producto A	1.0	1.2	1.1	1.7	⬆	0.6	1.5	1.6	1.8
Producto M	0.1	0.1	0.1	0.1	↔	0.0	0.1	0.1	0.1

Drug & Pharmacy 41% SOB

Company H	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Producto X	18.9	17.9	17.9	16.8	⬇	-1.1	17.4	17.0	16.7
Producto A	3.2	3.6	3.3	3.5	↔	0.2	3.6	3.5	3.5
Producto M	0.8	0.6	0.6	0.5	↔	-0.1	0.6	0.5	0.5

Hyper/ Super & Mass 51% SOB

Company H	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Producto X	5.8	5.7	5.7	5.6	↔	-0.2	5.5	5.6	5.5
Producto A	1.4	1.5	1.4	1.4	↔	0.0	1.2	1.3	1.5
Producto M	0.5	0.4	0.4	0.3	↔	-0.1	0.3	0.3	0.3

Small Self Service Stores 4 % SOM

Company H	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Producto X	1.8	2.0	2.0	1.8	↔	-0.2	1.9	1.8	1.9
Producto A	0.1	0.1	0.0	0.0	↔	0.0	0.0	0.0	0.0
Producto M	0.4	0.0	0.1	0.0	↔	-0.1	0.0	0.0	0.0

# Sensodyne SOM Value

SOM Value										
Company H(GSK)- Sensodyne	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24	MIX
Brazil	6.4	6.2	6.1	6.2	↔	0.1	6.4	6.3	6.1	50%
Mexico	3.1	3.4	3.5	3.5	↔	0.0	3.6	3.5	3.5	14%
Southern Cone	8.4	8.7	8.4	8.8	↑	0.4	8.9	9.2	8.5	21%
Andean	3.1	2.8	2.8	2.7	↔	-0.1	2.9	2.7	2.8	7%
Greater Caribbean	8.4	8.0	7.7	8.1	↑	0.5	7.8	8.1	8.2	5%
Central America	2.0	2.0	2.1	1.9	↔	-0.2	1.9	1.8	1.9	3%
LatAm	5.4	5.3	5.3	5.2	↔	-0.1	5.3	5.3	5.2	100%

# Kenvue- \$ SOM

SOM Value Latin America

Kenvue	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Producto A	1.8	1.2	1.2	1.2	↔	0.0	1.2	1.2	1.2
Producto M	40.1	39.7	39.9	39.8	↔	-0.1	39.9	40.2	39.3
Producto B	3.9	2.8	3.1	2.8	↓	-0.3	2.8	2.8	2.8
Producto S	3.8	3.4	3.8	3.2	↓	-0.6	3.4	3.2	3.2
Producto W	10.0	8.1	8.6	7.5	↓	-1.1	7.6	7.4	7.6
Liquid Hand waA9	0.1	0.1	0.1	0.1	↔	0.0	0.1	0.1	0.1

SOM Volume Latin America

Kenvue	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Producto A	1.1	0.7	0.8	0.7	↔	-0.1	0.7	0.7	0.6
Producto M	37.6	35.9	35.6	35.3	↓	-0.4	36.0	35.6	34.9
Producto B	3.3	2.2	2.5	2.2	↓	-0.3	2.2	2.2	2.2
Producto S	1.9	1.8	1.9	1.7	↔	-0.2	1.9	1.7	1.7
Producto W	4.9	3.5	3.7	3.2	↓	-0.5	3.2	3.1	3.2
Liquid Hand waA9	0.0	0.0	0.0	0.0	↔	0.0	0.0	0.0	0.0

# Company L – SOM Val & Volume

SOM Value Latin America

Company L	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Producto F	19.4	19.6	20.3	19.2	⬇️	-1.0	19.2	19.2	19.2
Producto C	14.4	15.2	14.2	14.4	↔️	0.2	14.3	14.6	14.2
DiA9 Hand	3.6	3.0	3.4	2.2	⬇️	-1.1	2.3	2.2	2.2

SOM Volume Latin America

Company L	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Producto F	23.2	22.0	23.3	21.6	⬇️	-1.7	21.5	21.6	21.6
Producto C	15.3	14.9	14.1	13.8	⬇️	-0.4	13.9	14.2	13.3
DiA9 Hand	4.0	3.2	3.7	2.2	⬇️	-1.5	2.4	2.3	2.1

# PL & LPQs- \$ SOM

SOM Value Latin America

PL + LPQs	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Producto X	0.7	0.8	0.8	0.7	↔	0.0	0.8	0.7	0.8
Producto A	4.8	4.8	5.0	5.2	↔	0.1	5.1	5.0	5.4
Producto M	0.1	0.1	0.1	0.0	↔	-0.1	0.0	0.0	0.0
Producto B	14.8	16.8	16.2	16.7	↑	0.5	16.8	16.7	16.6
Producto S	6.6	6.8	7.0	6.6	↓	-0.4	6.4	6.6	6.6
Producto U	2.0	1.6	1.8	1.5	↓	-0.3	1.8	1.6	1.5
Producto W	7.2	8.0	7.9	8.5	↑	0.6	8.2	8.5	8.6
Liquid Hand WaA9	3.2	3.8	3.3	3.9	↑	0.6	3.8	3.9	4.0
Producto F	0.3	0.5	0.4	0.4	↔	0.0	0.5	0.4	0.5
Producto C	0.5	0.5	0.5	0.4	↔	-0.1	0.4	0.4	0.4
DiA9 Hand	0.7	0.7	0.7	0.6	↔	-0.1	0.6	0.6	0.6

# PL & LPQs- Volume

SOM Volume Latin America

PL + LPQs	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Producto X	1.1	1.3	1.4	1.2	↔	-0.2	1.3	1.2	1.2
Producto A	6.0	6.1	6.3	6.4	↔	0.1	6.4	6.2	6.5
Producto M	0.2	0.1	0.2	0.1	↔	-0.1	0.1	0.1	0.1
Producto B	17.7	19.5	19.1	19.1	↔	0.0	18.8	19.1	19.1
Producto S	7.4	7.8	8.1	7.8	↓	-0.3	7.5	7.7	7.8
Producto U	1.7	1.4	1.5	1.3	↔	-0.2	1.5	1.3	1.2
Producto W	7.1	7.4	7.3	7.8	↑	0.6	7.5	7.9	7.8
Liquid Hand WaA9	2.5	3.1	2.5	3.2	↑	0.7	3.2	3.2	3.1
Producto F	0.3	0.4	0.4	0.4	↔	0.0	0.4	0.4	0.4
Producto C	1.0	1.0	1.1	0.9	↔	-0.2	1.0	1.0	0.9
DiA9 Hand	0.8	0.7	0.7	0.6	↔	-0.1	0.6	0.6	0.6

# Other/Local Competitors – Value

SOM Value Latin America

Others w/o Company L	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24
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Producto X	3.6	3.7	3.8	3.7	↔	-0.1	3.5	3.6	3.8
Producto A	18.0	18.2	18.1	14.5	↓	-3.6	17.4	17.6	18.1
Producto M	13.4	8.7	9.2	8.5	↓	-0.7	11.7	11.1	11.5

Producto B	20.1	21.4	20.9	22.3	↑	1.4	22.6	22.2	22.4
Producto U	5.5	4.7	4.9	4.9	↔	0.0	5.2	5.0	4.9
Producto S	19.7	18.7	19.7	19.2	↓	-0.5	19.4	19.3	19.2
Producto W	45.0	45.3	45.1	45.8	↑	0.6	45.5	45.3	46.2
Liquid Hand WaA9	55.3	57.2	57.6	57.1	↓	-0.5	56.8	57.4	56.7

Producto F	0.0	0.0	0.0	0.0	↔	0.0	0.0	0.0	0.0
Producto C	0.0	0.0	0.0	0.0	↔	0.0	0.0	0.0	0.0
DiA9 Hand	13.3	13.1	13.2	13.9	↑	0.7	14.2	13.6	14.1

# Producto X





# Producto X Company P SOM

Producto X	SOM Value						DEC'23	JAN'24	FEB'24	Mix
	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago				
Brazil	10.1	9.7	9.2	9.5	⬆	0.3	9.6	9.5	9.5	45%
Mexico	14.8	14.8	15.1	13.9	⬇	-1.2	14.6	14.1	13.7	33%
Colombia	3.3	3.6	3.4	3.7	⬆	0.3	3.5	3.6	3.7	4%
Central America	8.3	9.6	9.4	10.0	⬆	0.6	9.6	10.1	10.0	9%
Chile	3.8	3.5	3.6	3.0	⬇	-0.6	2.9	3.0	3.0	1%
Peru	6.9	6.9	7.5	6.6	⬇	-0.9	6.4	6.5	6.6	3%
Uruguay	4.1	3.7	3.6	4.2	⬆	0.6	4.0	4.2	4.2	0%
Dominican Republic	2.8	2.9	2.7	3.1	⬆	0.4	3.0	3.3	2.9	1%
Argentina	6.8	5.6	5.3	3.7	⬇	-1.6	3.7	3.7	3.7	3%
Puerto Rico	6.5	6.9	6.9	6.9	↔	0.1	6.9	6.9	6.9	1%
LatAm	9.3	9.3	9.1	8.9	↔	-0.1	9.2	9.0	8.9	100%

Producto X	SOM Volume						DEC'23	JAN'24	FEB'24	Mix
	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago				
Brazil	12.5	11.3	10.8	10.7	↔	-0.1	10.8	10.6	10.8	54%
Mexico	16.1	15.5	16.5	13.8	⬇	-2.7	15.6	14.2	13.3	32%
Colombia	2.6	2.8	2.5	2.6	↔	0.2	2.5	2.6	2.7	3%
Central America	7.7	8.6	8.9	9.2	⬆	0.3	8.6	9.2	9.1	6%
Chile	2.2	1.8	1.9	1.5	⬇	-0.4	1.4	1.5	1.5	0%
Peru	5.2	5.1	5.9	4.6	⬇	-1.3	4.4	4.6	4.6	2%
Uruguay	3.3	2.9	2.8	3.4	⬆	0.6	3.1	3.4	3.4	0%
Dominican Republic	2.3	2.5	2.2	2.7	⬆	0.5	2.6	3.0	2.4	0%
Argentina	8.0	6.2	6.2	3.2	⬇	-3.1	2.8	3.3	3.0	2%
Puerto Rico	6.8	7.0	7.3	7.3	↔	0.0	7.1	7.3	7.3	0%
LatAm	11.0	10.3	10.2	9.4	⬇	-0.8	9.7	9.4	9.3	100%



# Premium A1 and Colgate Total Value SOM

SOM Value

Premium A1	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Total Premium	24.4	24.8	24.3	25.2	↑	0.9	25.3	25.4	25.0
Colgate Total	14.7	15.1	14.7	15.4	↑	0.7	15.7	15.6	15.2
Colgate Luminous White	4.9	5.0	5.0	5.2	↔	0.2	5.2	5.2	5.2
CSPR	0.5	0.5	0.5	0.5	↔	0.0	0.4	0.5	0.5

SOM Value

Colgate Total	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Brazil	16.2	16.6	16.1	16.8	↑	0.7	16.6	17.0	16.6
Mexico	13.9	14.9	13.7	15.6	↑	1.8	15.8	15.5	15.6
Colombia	10.4	10.8	10.3	11.5	↑	1.2	11.5	11.6	11.3
Central America	12.7	13.7	13.1	14.3	↑	1.1	14.2	14.4	14.1
Southern Cone	11.2	11.2	11.8	10.9	↓	-1.0	11.7	11.6	10.2
GCR	36.3	36.5	37.1	36.5	↓	-0.6	37.1	36.2	36.8
LatAm	14.7	15.1	14.7	15.4	↑	0.7	15.7	15.6	15.2

# A1 Value SOM (Drugstores & Pharmacies)

Producto X	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24	% Mix
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Brazil	51.2	52.5	52.0	52.4	↑	0.4	51.7	52.9	51.8	47.8%
Argentina	49.5	50.6	50.9	56.4	↑	5.4	52.3	55.5	57.2	13.7%
Mexico	62.0	62.0	60.4	63.2	↑	2.8	64.3	63.6	62.9	11.7%
Chile	39.7	40.7	40.2	42.4	↑	2.2	41.9	42.4	42.4	6.5%
Colombia	66.3	69.1	68.7	71.7	↑	3.0	70.0	72.2	71.3	9.5%
Peru	61.1	61.1	61.7	59.5	↓	-2.1	60.9	60.1	58.9	6.8%
Uruguay	79.9	78.9	80.6	77.3	↓	-3.2	78.2	77.3	77.3	2.6%
Central America	38.4	35.0	35.2	39.1	↑	3.9	36.8	39.2	39.1	1.1%
Dominican Republic	57.1	59.4	56.9	50.7	↓	-6.2	60.2	51.8	49.7	0.2%
Latin America	52.6	53.9	53.3	55.3	↑	2.0	54.5	55.6	55.0	100.0%

# Kids A1 Value SOM

SOM Value

Kids A1	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24
LatAm	1.1	1.0	1.1	1.0	↔	-0.1	0.9	1.0	1.0
Brazil	0.4	0.3	0.4	0.3	↔	-0.1	0.3	0.3	0.3
Mexico	1.5	1.4	1.4	1.5	↔	0.1	1.8	1.9	1.9
Andina (Col & Peru)	1.5	1.4	1.5	1.4	↔	-0.1	1.3	1.4	1.4
Central America	2.0	2.0	2.3	2.1	↔	-0.2	2.1	2.3	2.6
Southern Cone	1.9	1.8	1.8	1.5	↓	-0.3	2.6	2.5	2.5
Greater Caribbean	0.8	0.8	0.9	0.7	↔	-0.2	0.8	0.9	0.9

# Company P Value SOM

SOM Value										
Producto X	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Mix
Brazil	10.1	9.7	9.2	9.5	↑	0.3	9.6	9.5	9.5	45%
Mexico	14.8	14.8	15.1	13.9	↓	-1.2	14.6	14.1	13.7	33%
Andean	4.5	4.6	4.8	4.5	↓	-0.3	4.3	4.4	4.5	6%
Central America	8.3	9.6	9.4	10.0	↑	0.6	9.6	10.1	10.0	9%
Southern Cone	5.7	4.8	4.6	3.5	↓	-1.1	3.4	3.5	3.5	5%
Greater Caribbean	4.2	4.4	4.2	4.5	↑	0.3	4.4	4.6	4.4	2%
LatAm	9.3	9.3	9.1	8.9	↔	-0.1	9.2	9.0	8.9	100%

# Company R Value SOM

SOM Value

Producto X	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Mix
Brazil	8.5	8.6	8.8	8.6	↔	-0.2	8.8	8.7	8.7	67%
Andean	2.3	1.8	2.0	1.5	↓	-0.5	1.7	1.5	1.5	0%
Central America	0.1	0.1	0.1	0.0	↔	-0.1	0.1	0.0	0.0	7%
Greater Caribbean	0.0	0.0	0.0	0.0	↔	0.0	0.0	0.0	0.0	0%
Mexico	0.0	0.0	0.0	0.0	↔	0.0	0.0	0.0	0.0	0%
Southern Cone	8.1	8.7	8.3	8.6	↑	0.3	10.8	9.1	9.1	26%
LatAm	5.1	5.1	5.2	4.9	↓	-0.3	5.2	5.0	5.0	100%

# Company H Value SOM

SOM Value

Sensodyne	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Mix
Brazil	6.4	6.2	6.1	6.2	↔	0.1	6.4	6.3	6.3	50%
Mexico	3.1	3.4	3.5	3.5	↔	0.0	3.6	3.5	3.5	14%
Southern Cone	8.4	8.7	8.4	8.8	↑	0.4	8.9	9.2	9.2	21%
Andean	3.1	2.8	2.8	2.7	↔	-0.1	2.9	2.7	2.7	7%
Greater Caribbean	8.4	8.0	7.7	8.1	↑	0.5	7.8	8.1	8.1	5%
Central America	2.0	2.0	2.1	1.9	↔	-0.2	1.9	1.8	1.8	3%
LatAm	5.4	5.3	5.3	5.2	↔	-0.1	5.3	5.3	5.3	100%

# Producto A





# Producto A Company P SOM

SOM Value									
Producto A	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Company P Mix
Brazil	25.6	24.7	24.9	23.6	↓	24.1	23.9	23.3	41%
Mexico	42.2	42.5	42.2	43.1	↑	43.8	43.5	42.6	35%
Colombia	31.4	29.9	30.7	29.0	↓	29.2	29.2	28.8	8%
Central America	25.2	25.3	25.8	24.5	↓	25.2	25.5	23.3	5%
Chile	21.3	21.5	21.0	20.8	↔	20.3	20.8	20.8	5%
Peru	26.5	25.8	26.0	25.3	↓	25.6	25.9	24.7	4%
Uruguay	12.0	12.1	11.7	14.7	↑	13.7	14.7	14.8	1%
Dominican Republic	10.8	12.0	10.3	12.6	↑	13.5	12.9	12.2	0%
Argentina	24.0	23.1	24.7	13.0	↓	19.4	15.4	10.6	2%
Puerto Rico	15.7	15.9	15.9	16.0	↔	16.0	16.0	16.0	0%
Latin America	28.3	28.2	28.2	27.6	↓	28.5	28.2	26.9	100%

SOM Volume									
Producto A	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Company P Mix
Brazil	24.4	21.9	22.4	20.8	↓	23.2	24.2	26.5	38%
Mexico	38.2	37.1	37.2	36.7	↓	37.3	38.1	38	37%
Colombia	22.7	21.2	21.9	19.4	↓	19.6	19.6	19.1	8%
Chile	26.1	24.0	23.9	22.4	↓	21.6	22.4	22.4	4%
Central America	19.2	18.6	20.1	17.5	↓	19.2	19.6	18.8	5%
Peru	23.8	23.0	23.1	22.2	↓	22.6	22.9	21.5	4%
Uruguay	11.7	11.1	11.3	14.1	↑	13.5	14.5	13.8	0%
Dominican Republic	5.4	6.5	5.3	7.8	↑	8.3	8.1	7.5	0%
Argentina	24.8	22.7	24.5	17.8	↓	19.0	20.6	14.7	3%
Puerto Rico	12.2	12.6	12.2	13.7	↑	13.1	13.7	13.7	0%
Latin America	27.0	25.3	25.8	24.2	↓	24.8	24.8	23.7	100%

# Kids A3 Value SOM

SOM Value

Kids A3	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
LatAm	2.9	2.6	2.9	2.7	↔	2.3	2.5	2.8
Brazil	2.1	2.0	2.3	2.2	↔	1.9	2.0	2.4
Mexico	2.2	1.9	1.9	1.9	↔	1.7	1.9	1.8
Andina (Col & Peru)	3.9	3.7	4.1	3.4	↓	3.0	3.3	3.5
Central America	4.7	5.0	5.5	5.1	↓	4.4	4.8	5.5
Southern Cone	4.4	3.8	4.3	4.0	↓	3.3	3.8	4.1
Greater Caribbean	3.9	4.0	3.9	3.7	↔	4.1	3.8	3.6

# Company P Value SOM

SOM Value									
Producto A	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Mix
Brazil	25.6	24.7	24.9	23.6	↓	24.1	23.9	23.3	41%
Mexico	42.2	42.5	42.2	43.1	↑	43.8	43.5	42.6	35%
Andean	29.5	28.4	28.8	27.8	↓	28.0	28.1	27.4	11%
Southern Cone	21.8	21.5	21.9	17.0	↓	19.4	18.1	16.0	7%
Central America	25.2	25.3	25.8	24.5	↓	25.2	25.5	23.3	5%
Greater Caribbean	13.1	13.7	12.7	14.1	↑	14.5	14.2	13.9	1%
LatAm	28.3	28.2	28.2	27.6	↓	28.5	28.2	26.9	100%

# J&J Value SOM

SOM Value									
Producto A	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Mix
Brazil	3.7	2.4	2.5	2.4	↔	4.5	4.9	4.6	95%
Costa Rica	1.2	1.2	1.2	1.1	↔	1.1	1.1	1.2	2%
Colombia	0.0	0.0	0.0	0.0	↔	0.0	0.0	0.0	0%
Guatemala	1.5	1.4	1.4	1.3	↔	1.2	1.2	1.4	2%
Puerto Rico	2.0	2.9	2.6	2.2	↓	2.3	2.2	2.2	1%
LatAm	1.8	1.2	1.2	1.2	↔	1.2	1.2	1.2	100%

# Producto M



# Company P Value SOM

SOM Value									
Producto M	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24	MIX
Mexico	14.9	15.8	15.7	16.0	⬆	16.0	16.2	15.7	55%
Brazil	5.2	5.4	5.1	5.5	⬆	5.6	5.5	5.4	37%
Central America	4.9	5.1	5.7	4.9	⬇	4.6	4.9	4.9	4%
Greater Caribbean	8.4	8.5	8.4	8.4	↔	8.8	8.4	8.4	3%
Andean	1.8	1.4	1.7	1.0	⬇	1.4	1.1	1.0	2%
LatAm	6.3	6.8	6.7	7.2	⬆	7.2	7.3	7.0	100%

# J&J Value SOM

SOM Value									
Producto M	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24	MIX
Brazil	35.7	34.4	35.4	35.3	↔	35.7	35.8	34.7	41%
Mexico	42.1	41.8	41.6	40.2	↓	41.0	40.0	40.4	25%
Andean	53.7	55.3	55.7	54.2	↓	55.2	54.9	53.4	15%
Southern Cone	43.3	44.2	42.1	43.4	↑	42.4	43.8	43.0	11%
Central America	37.8	39.4	38.6	40.8	↑	40.4	42.5	38.9	6%
Greater Caribbean	41.7	41.2	42.1	40.2	↓	40.5	40.2	40.2	2%
Overall Result	40.1	39.7	39.9	39.8	↔	39.9	40.2	39.3	100%

# Producto B





# Palmolive SOM

SOM Value								
Palmolive A8	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
LatAm	14.6	14.2	13.6	14.7	↑	14.3	14.8	14.6
Brazil	10.0	9.7	9.4	10.2	↑	9.8	10.2	10.3
Mexico	35.4	32.0	32.1	33.7	↑	33.1	33.8	33.5
Andina (Col & Peru)	8.6	8.9	9.1	9.1	↔	8.7	9.0	9.1
Central America	15.5	15.3	15.4	15.9	↑	15.4	15.8	16.1
Southern Cone	3.3	2.6	2.5	2.4	↔	2.6	2.6	2.2
Greater Caribbean	4.8	4.4	4.5	3.8	↓	4.1	3.9	3.8

SOM Volume								
Palmolive A8	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
LatAm	16.2	14.2	13.7	15.0	↑	14.4	15.2	14.8
Brazil	11.6	11.2	10.7	12.3	↑	11.7	12.3	12.2
Mexico	36.6	30.0	29.8	33.3	↑	33.0	33.9	32.6
Andina (Col & Peru)	7.8	7.3	8.1	7.2	↓	6.8	7.2	7.2
Central America	15.8	15.7	15.9	16.5	↑	16.0	16.4	16.6
Southern Cone	3.7	2.8	2.6	2.4	↔	2.7	2.6	2.2
Greater Caribbean	4.7	4.2	4.2	3.8	↓	4.2	4.0	3.7

# Protex SOM

SOM Value

Protex	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
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LatAm	11.6	10.6	11.0	10.9	--	11.0	11.0	10.8
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Brazil	10.9	9.5	9.9	9.3	↓	9.4	9.3	9.3
Mexico	0.0	0.0	0.0	0.0	--	0.0	0.0	0.0
Andina (Col & Peru)	27.6	28.5	29.8	28.4	↓	28.7	28.9	27.9
Central America	33.8	32.2	32.8	32.2	↓	32.2	32.0	32.3
Southern Cone	3.2	2.9	2.8	2.8	--	3.7	3.1	2.6
Greater Caribbean	32.5	31.6	31.4	31.1	↓	31.6	31.1	31.1

SOM Volume

Protex	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
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LatAm	9.6	8.8	9.4	8.9	↓	8.9	9.0	8.9
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Brazil	8.9	7.4	7.9	7.4	↓	7.5	7.4	7.4
Mexico	0.0	0.0	0.0	0.0	--	0.0	0.0	0.0
Andina (Col & Peru)	23.4	22.8	25.4	22.0	↓	21.9	22.4	21.6
Central America	31.2	29.8	30.7	30.0	↓	30.5	29.9	30.2
Southern Cone	2.6	2.2	2.2	2.0	--	2.3	2.2	1.9
Greater Caribbean	33.2	30.4	31.2	29.4	↓	30.0	29.5	29.3

# Company P Value SOM

SOM Value									
Producto B	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24	MIX
Peru	5.2	5.7	5.5	5.6	--	5.5	5.5	5.7	62%
Puerto Rico	10.7	12.3	12.5	11.3	↓	11.9	11.3	11.3	35%
Guatemala	0.3	0.2	0.3	0.2	--	0.3	0.2	0.2	1%
Costa Rica	0.1	0.2	0.1	0.2	--	0.3	0.2	0.2	1%
El Salvador	0.2	0.2	0.2	0.2	--	0.2	0.2	0.2	1%
Mexico	0.0	0.0	0.0	0.0	--	0.0	0.0	0.0	0%
LatAm	0.3	0.4	0.4	0.4	--	0.3	0.4	0.4	100%

# Company R Value SOM

SOM Value									
Producto B	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Mix
Brazil	22.5	22.5	23.1	21.4	⬇️	22.2	21.6	21.2	48%
Mexico	26.9	27.7	28.2	26.4	⬇️	26.1	26.1	26.7	23%
Andean	14.3	14.7	15.3	14.4	⬇️	14.3	14.3	14.5	7%
Southern Cone	56.2	55.6	56.0	58.5	⬆️	55.9	57.5	59.4	17%
Central America	15.4	15.4	15.5	15.1	⬇️	15.8	15.5	14.8	4%
Greater Caribbean	26.0	24.7	24.1	26.4	⬆️	25.3	26.6	26.2	2%
LatAm	25.1	25.0	25.9	23.8	⬇️	23.5	23.7	23.9	100%

# DOVE Value & Volume SOM

SOM Value

DOVE	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
LatAm	11.8	12.2	11.8	12.5	⬆	12.6	12.4	12.6
Brazil	10.0	10.1	9.5	10.4	⬆	11.1	10.3	10.5
Mexico	13.0	14.3	14.0	15.9	⬆	15.5	15.8	16.0
Andina (Col & Peru)	7.4	7.7	8.0	8.3	⬆	8.2	8.4	8.2
Central America	11.5	12.1	11.9	12.5	⬆	13.1	12.8	12.2
Southern Cone	22.1	23.0	22.4	22.3	↔	22.9	21.9	22.6
Greater Caribbean	23.4	23.6	23.2	24.1	⬆	23.5	24.3	23.9

SOM Volume

DOVE	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
LatAm	7.0	7.3	7.0	7.5	⬆	7.9	7.5	7.5
Brazil	6.7	6.7	6.3	6.9	⬆	7.6	6.8	6.9
Mexico	7.0	8.1	7.7	8.9	⬆	8.6	8.8	9.1
Andina (Col & Peru)	4.0	3.9	4.2	4.2	↔	4.2	4.3	4.1
Central America	6.3	6.7	6.3	6.9	⬆	7.3	7.1	6.7
Southern Cone	12.8	13.7	13.4	13.1	⬆	13.4	13.2	13.1
Greater Caribbean	15.4	15.5	14.9	15.8	⬆	15.3	15.9	15.8

# Liquid Hand WaA9



# Palmolive SOM

SOM Value

Palmolive Producto L	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
LatAm	5.1	5.2	5.2	4.9	⬇️	4.9	4.9	5.0
Brazil	8.4	8.2	8.7	7.7	⬇️	7.4	7.6	7.8
Mexico	6.9	6.7	6.8	6.3	⬇️	6.1	6.2	6.3
Andina (Col & Peru)	1.4	1.2	1.5	0.9	⬇️	1.1	1.0	0.9
Central America	0.8	0.4	0.6	0.2	⬇️	0.3	0.2	0.2
Southern Cone	1.0	1.0	1.1	0.9	↔️	0.8	0.9	0.9
Greater Caribbean	4.4	5.0	4.4	6.9	⬆️	6.3	7.4	6.4

SOM Volume

Palmolive Producto L	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
LatAm	3.7	3.7	3.6	3.4	↔️	3.5	3.4	3.4
Brazil	9.3	9.0	9.6	8.6	⬇️	8.3	8.6	8.7
Mexico	4.9	4.5	4.5	3.9	⬇️	3.6	3.9	4.0
Andina (Col & Peru)	0.8	0.6	0.7	0.4	⬇️	0.6	0.5	0.4
Central America	0.2	0.1	0.2	0.0	↔️	0.1	0.0	0.0
Southern Cone	0.9	0.7	0.8	0.6	↔️	0.5	0.6	0.6
Greater Caribbean	1.8	2.0	1.8	2.8	⬆️	2.5	3.0	2.6

# Protex SOM

SOM Value

Protex	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
LatAm	5.8	5.2	5.5	5.1	↓	5.2	5.0	5.1
Brazil	12.3	10.3	11.2	9.3	↓	9.3	9.3	9.3
Mexico	0.0	0.0	0.0	0.0	↔	0.0	0.0	0.0
Andina (Col & Peru)	4.6	4.7	5.4	5.3	↔	4.8	5.7	4.9
Central America	3.6	3.2	3.4	2.9	↓	3.1	2.9	2.9
Southern Cone	1.2	0.7	1.0	0.6	↓	0.6	0.6	0.6
Greater Caribbean	6.6	6.9	7.2	7.1	↔	6.7	7.5	6.7

SOM Volume

Protex	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
LatAm	2.9	2.7	2.8	2.6	↔	2.8	2.6	2.6
Brazil	9.7	8.4	8.8	7.8	↓	7.9	7.7	7.8
Mexico	0.0	0.0	0.0	0.0	↔	0.0	0.0	0.0
Andina (Col & Peru)	2.4	2.0	2.4	2.3	↔	2.0	2.5	2.1
Central America	1.1	0.9	1.0	0.8	↔	0.9	0.8	0.8
Southern Cone	0.5	0.2	0.4	0.2	↔	0.2	0.2	0.2
Greater Caribbean	3.6	3.5	3.4	3.8	↑	3.5	4.1	3.4



# Producto W



# Producto W Brands SOM

SOM Value

Protex	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
All Other Brands	17.2	16.1	16.2	16.6	⬆️	17.0	16.7	16.4
Granado	17.5	19.1	18.7	19.4	⬆️	19.0	18.9	19.9
Johnson`S	10.0	8.1	8.5	7.5	⬇️	7.6	7.4	7.6
Protex	7.7	7.5	8.0	7.5	⬇️	7.6	7.4	7.7
Dove	7.6	7.7	7.9	7.7	↔️	7.3	7.6	7.8
Nivea	5.7	5.5	5.4	5.5	↔️	5.7	6.1	4.9
Palmolive	4.1	4.0	4.2	4.2	↔️	4.0	4.2	4.2
All Other Brands Sp	2.6	2.6	2.5	2.6	↔️	2.7	2.6	2.5
Lux	2.7	2.4	2.7	2.4	⬇️	2.4	2.5	2.4
Grisi	3.0	3.2	2.8	3.2	⬆️	3.1	3.3	3.1
Kcc Huggies	1.9	2.0	2.4	2.0	⬇️	1.8	1.9	2.2
Eucerin	1.3	1.2	1.2	1.1	↔️	1.1	1.1	1.1
A/O Galderma International	0.8	0.8	0.7	0.7	↔️	0.7	0.7	0.7
Rexona	0.9	0.3	0.4	0.3	↔️	0.3	0.3	0.3
Dial	1.3	1.0	1.0	0.7	⬇️	0.7	0.7	0.7
LatAm	84.2	81.5	82.6	81.4	⬇️	81.1	81.5	81.2

# Producto W Company P Brands SOM

SOM Value

Producto W	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Company P Mix
Brazil	13.8	13.5	14.3	13.3	↓	13.4	13.2	13.4	79%
Mexico	9.6	10.0	9.4	10.7	↑	10.4	10.5	10.8	14%
Colombia	6.8	5.8	6.0	6.5	↑	5.8	6.5	6.5	4%
Chile	0.0	0.0	0.0	0.0	↔	0.0	0.0	0.0	0%
Peru	17.4	21.8	19.6	23.3	↑	22.9	23.2	23.4	2%
Central America	10.6	8.9	10.7	9.2	↓	7.8	8.9	9.5	1%
Latin America	12.1	11.8	12.4	11.9	↓	11.8	11.8	12.0	100%

SOM Volume

Producto W	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Company P Mix
Brazil	11.3	11.3	11.9	11.2	↓	11.4	11.0	11.3	79%
Mexico	9.5	10.2	9.6	10.3	↑	10.5	10.1	10.5	14%
Colombia	2.8	1.7	2.1	1.9	↔	1.6	1.8	1.9	3%
Chile	0.1	0.0	0.0	0.0	↔	0.0	0.0	0.0	0%
Peru	22.0	25.3	23.6	27.5	↑	26.3	27.0	28.0	2%
Central America	8.8	7.1	8.6	7.9	↓	6.6	7.5	8.4	1%
Latin America	9.8	9.5	10.0	9.5	↓	9.4	9.3	9.7	100%

# Palmolive SOM

SOM Value

Palmolive	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Brazil	3.2	2.9	3.3	2.8	↓	2.7	2.9	2.8
Mexico	8.3	8.8	8.1	9.8	↑	9.4	9.6	10.0
Colombia	5.1	4.4	4.6	5.2	↑	4.5	5.2	5.2
Peru	14.2	18.6	16.3	20.5	↑	20.2	20.2	20.7
Central America	8.1	5.6	6.6	6.1	↓	5.2	6.0	6.3
LatAm	4.1	4.0	4.2	4.2	↔	4.0	4.2	4.2

# Protex SOM

SOM Value

Protex	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Brazil	10.7	10.6	10.9	10.5	⬇️	10.7	10.3	10.6
Colombia	1.6	1.4	1.4	1.3	↔️	1.2	1.3	1.2
Chile	0.0	0.0	0.0	0.0	↔️	0.0	0.0	0.0
Peru	3.2	3.2	3.3	2.8	⬇️	2.7	2.9	2.7
Central America	1.7	2.2	2.9	2.2	⬇️	1.8	2.1	2.3
Central America	1.7	2.2	2.9	2.2	⬇️	1.8	2.1	2.3
LatAm	7.7	7.5	8.0	7.5	⬇️	7.6	7.4	7.7

# Under Arm Protection



# Producto U Value SOM



SOM Value

Company P	2020	2021	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Mexico	16.5	16.9	16.7	15.6	15.6	14.9	↓	14.6	15.0	14.8
Andean	16.8	17.0	16.5	19.3	18.0	20.2	↑	19.6	20.0	20.4
Southern Cone	15.2	15.1	15.0	14.1	15.4	14.4	↓	13.6	14.4	14.4
Greater Caribbean	26.1	27.1	26.0	24.0	24.9	25.0	↔	23.6	24.8	25.2
LATAM	16.5	16.8	16.6	16.2	16.2	16.1	↔	15.7	16.1	16.1

# Speed Sticks Value SOM

SOM Value

LSS	2020	2021	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Mexico	6.1	6.3	6.0	5.5	5.5	5.1	↓	5.0	5.2	5.0
Colombia	9.1	9.0	9.1	11.2	10.2	11.9	↑	11.6	11.8	12.0
Chile	7.8	7.8	7.7	7.2	8.1	7.8	↓	7.1	7.8	7.8
Dominican Republic	13.3	13.4	12.7	11.7	11.9	12.8	↑	23.6	24.8	25.2
Peru	7.6	8.9	8.7	9.1	9.2	9.4	↔	14.0	14.1	14.4
<b>LATAM</b>	<b>71</b>	<b>73</b>	<b>70</b>	<b>6.8</b>	<b>6.9</b>	<b>6.8</b>	↔	<b>6.6</b>	<b>6.9</b>	<b>6.7</b>

SOM Value

MSS	2020	2021	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Mexico	4.4	4.5	4.2	3.8	3.8	3.5	↓	3.5	3.6	3.5
Colombia	9.6	9.1	8.9	10.6	10.0	11.0	↑	10.4	10.8	11.2
Chile	7.5	7.3	7.2	6.8	7.3	6.6	↓	6.6	6.6	6.6
Dominican Republic	12.9	13.7	13.1	12.0	12.7	11.9	↓	11.1	11.9	11.8
Peru	4.0	4.9	4.5	4.7	4.7	4.8	↔	4.7	4.6	5.0
<b>LATAM</b>	<b>6.0</b>	<b>6.0</b>	<b>5.5</b>	<b>5.3</b>	<b>5.5</b>	<b>5.2</b>	↓	<b>5.1</b>	<b>5.2</b>	<b>5.2</b>



# Speed Sticks Value SOM

SOM Value

A8S	2020	2021	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Mexico	10.5	10.8	10.1	9.3	9.4	8.6	↓	8.5	8.7	8.5
Colombia	18.7	18.1	18.0	21.8	20.2	22.9	↑	22.0	22.6	23.2
Chile	15.2	15.1	15.0	14.1	15.4	14.4	↓	13.6	14.4	14.4
Dominican Republic	26.1	27.1	25.8	23.7	24.7	24.6	↔	34.7	36.7	37.1
Peru	11.6	13.7	13.2	13.8	13.9	14.2	↑	18.7	18.7	19.4
LATAM	13.1	13.3	12.5	12.0	12.4	12.0	↓	11.7	12.1	12.0

SOM Value

STEFANO	2020	2021	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Mexico	5.2	5.3	5.5	5.2	5.1	5.1	↔	5.0	5.0	5.1
LATAM	3.0	3.1	3.5	3.4	3.1	3.3	↔	3.3	3.3	3.4

# Company R SOM



SOM Value

Company R	2020	2021	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Mexico	44.0	43.1	41.7	42.9	42.2	43.4	↑	41.2	43.0	43.9
Andean	40.0	39.7	40.5	39.8	41.0	39.2	↓	39.9	39.6	38.9
Southern Cone	48.9	48.3	48.0	50.3	47.8	51.8	↑	50.9	51.8	51.8
Greater Caribbean	28.8	27.4	28.9	30.5	31.0	31.1	↔	31.9	31.4	30.8
<b>LATAM</b>	<b>43.6</b>	<b>43.0</b>	<b>42.1</b>	<b>43.0</b>	<b>42.7</b>	<b>43.4</b>	↑	<b>42.0</b>	<b>43.2</b>	<b>43.6</b>

SOM Value

Company R	2020	2021	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Axe	11.9	11.7	11.3	11.3	10.9	11.6	↑	11.5	11.5	11.8
Dove	9.2	8.9	8.6	8.8	9.1	9.3	↔	8.8	9.3	9.3
Rexona	20.2	20.0	20.0	20.5	20.1	20.6	↑	19.8	20.5	20.8
Ego	1.1	1.4	1.5	1.6	1.6	1.2	↓	1.2	1.4	1.1
Savital	0.2	0.1	0.0	0.0	0.0	0.0	↔	0.0	0.0	0.0
<b>LATAM</b>	<b>42.7</b>	<b>42.1</b>	<b>41.4</b>	<b>42.3</b>	<b>41.8</b>	<b>42.8</b>	↑	<b>41.4</b>	<b>42.5</b>	<b>43.0</b>

# Company R SOM

SOM Value										
AXE	2020	2021	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Mexico	14.4	14.1	13.0	12.9	12.7	13.7	↑	13.2	13.5	13.9
Andean	7.3	7.4	8.2	7.8	8.2	7.6	↓	7.5	7.5	7.7
Southern Cone	11.0	10.2	9.4	9.3	8.5	9.1	↑	10.4	9.1	9.1
Greater Caribbean	2.7	2.3	2.3	2.2	2.4	1.8	↓	2.0	1.8	1.8
LATAM	11.9	11.7	11.3	11.3	10.9	11.6	↑	11.5	11.5	11.8

SOM Value										
DOVE	2020	2021	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Mexico	6.1	5.6	6.2	6.8	6.4	7.2	↑	6.6	7.1	7.3
Andean	9.4	9.3	8.7	8.2	8.6	8.2	↓	8.6	8.4	8.1
Southern Cone	19.2	18.7	18.5	19.9	19.4	21.6	↑	20.4	21.6	21.6
Greater Caribbean	10.4	9.6	10.1	11.6	11.3	11.8	↑	12.5	11.9	11.6
LATAM	9.2	8.9	8.6	8.8	9.1	9.3	↔	8.8	9.3	9.3

SOM Value										
REXONA	2020	2021	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Mexico	19.9	19.4	19.0	19.7	19.1	19.8	↑	18.7	19.5	20.2
Andean	22.5	22.6	23.4	23.7	24.1	23.4	↓	23.8	23.6	23.1
Central America							↔			
Southern Cone	18.7	19.4	20.2	21.0	20.0	21.0	↑	20.1	21.0	21.0
Greater Caribbean	14.0	14.6	15.6	15.6	16.2	16.3	↔	16.2	16.5	16.2
LATAM	20.2	20.0	20.0	20.5	20.1	20.6	↑	19.8	20.5	20.8

# Company D VALUE SOM



SOM Value										
Company D	2020	2021	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Mexico	9.4	10.1	9.9	9.7	9.6	9.2	↓	10.1	8.6	9.8
Andean	8.0	7.7	8.3	8.4	8.4	8.0	↓	7.9	8.0	8.1
Southern Cone	15.7	16.0	17.0	17.1	17.1	16.8	↓	17.1	16.8	16.8
Greater Caribbean	4.8	5.0	5.9	6.7	6.0	5.4	↓	5.9	5.3	5.5
LATAM	10.1	10.5	10.5	10.3	10.6	9.8	↓	10.5	9.5	10.2



SOM Value										
NIVEA	2020	2021	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Mexico	9.4	10.1	9.9	9.7	9.6	9.2	↓	10.1	8.6	9.8
Andean	7.8	7.5	8.1	8.2	8.2	7.9	↓	7.6	7.8	7.9
Southern Cone	13.7	13.4	14.2	14.3	14.3	13.8	↓	14.3	13.8	13.8
Greater Caribbean	4.8	5.0	5.9	6.7	6.0	5.4	↓	5.9	5.3	5.5
LATAM	9.7	10.0	10.1	9.9	10.1	9.4	↓	10.1	9.0	9.8

# Company P VALUE SOM



SOM Value

Company P	2020	2021	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Mexico	13.9	15.0	16.9	18.2	17.9	19.5	⬆	20.2	20.0	18.9
Andean	9.1	10.5	11.3	11.2	11.4	11.3	↔	10.9	10.9	11.6
Southern Cone	7.3	7.4	7.2	7.3	7.2	7.5	⬆	7.3	7.5	7.5
Greater Caribbean	11.9	10.4	10.5	11.3	10.9	10.4	⬇	11.2	9.8	11.0
LATAM	11.6	12.5	14.2	15.4	14.6	16.1	⬆	16.5	16.4	15.9

SOM Value

Company P BRANDS	2020	2021	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Gillette	3.4	3.6	3.7	3.7	3.6	3.8	↔	3.7	3.8	3.7
Mum	0.1	0.1	0.1	0.1	0.1	0.1	↔	0.1	0.1	0.1
Old Spice	6.9	7.3	8.3	8.7	8.6	9.0	⬆	9.4	9.2	8.9
Secret	1.2	1.5	2.1	2.8	2.3	3.2	⬆	3.3	3.3	3.1
LATAM	11.6	12.5	14.2	15.4	14.6	16.1	⬆	16.5	16.4	15.9

# GILLETTE & OLD SPICE VALUE SOM



SOM Value

GILLETTE	2020	2021	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Mexico	3.4	3.4	3.4	3.5	3.5	3.4	↔	3.5	3.6	3.3
Andean	5.2	6.2	6.2	5.8	5.7	6.1	↑	5.4	5.8	6.4
Southern Cone	0.9	1.1	1.2	1.2	1.2	1.4	↔	1.2	1.4	1.4
Greater Caribbean	6.3	5.7	6.2	6.8	6.5	5.5	↓	5.6	4.8	6.2
LATAM	3.4	3.6	3.7	3.7	3.6	3.8	↔	3.7	3.8	3.7



SOM Value

OLD SPICE	2020	2021	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Mexico	8.7	9.2	10.3	10.6	10.7	11.2	↑	11.7	11.5	10.9
Andean	3.5	3.9	4.6	4.9	5.1	4.9	↔	5.0	4.8	4.9
Southern Cone	6.1	6.1	5.8	5.9	5.8	5.9	↔	5.9	5.9	5.9
Greater Caribbean	0.6	0.6	0.2	0.2	0.1	0.5	↑	0.6	0.5	0.5
LATAM	6.9	7.3	8.3	8.7	8.6	9.0	↑	9.4	9.2	8.9

SOM Value										
L'OREAL	2020	2021	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Mexico	10.4	10.1	9.9	9.2	9.9	8.7	↓	9.2	9.0	8.4
Andean	0.5	0.4	0.4	0.3	0.3	0.4	↔	0.4	0.4	0.4
Southern Cone	8.3	8.4	8.4	6.7	8.3	4.4	↓	4.8	4.4	4.4
LATAM	7.6	7.4	7.5	7.1	7.6	6.3	↓	6.7	6.5	6.1

# BIO & OBAO VALUE SOM



SOM Value

BIO	2020	2021	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
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Mexico	2.6	2.5	2.3	1.7	2.2	1.3	↓	1.5	1.5	1.2
Southern Cone	5.9	6.0	5.9	3.8	5.4	1.8	↓	2.3	1.8	1.8
LATAM	2.5	2.5	2.3	1.7	2.3	1.1	↓	1.3	1.2	1.0



SOM Value

OBAO	2020	2021	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
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Mexico	7.7	7.4	7.5	7.3	7.5	7.2	↓	7.5	7.4	7.0
Colombia	0.6	0.4	0.3	0.2	0.3	0.2	↔	0.2	0.2	0.2
Chile	0.1	0.0	0.0	0.0	0.0	0.0	↔	0.0	0.0	0.0
LATAM	4.5	4.4	4.8	4.9	4.7	4.7	↔	5.0	4.9	4.6



# Producto S & Conditioner



# L'Oréal Value SOM

Som Value

L'Oreal Producto S	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24	MIX
Brazil	11.8	12.4	11.9	12.6	⬆️	12.2	12.2	13.0	66%
Mexico	10.3	12.2	10.7	13.1	⬆️	12.6	13.0	13.1	2%
LatAm	11.2	12.3	11.4	12.8	⬆️	12.4	12.5	13.1	100%

Som Value

L'Oreal Conditioner	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24	MIX
Brazil	13.8	14.2	14.0	13.9	↔️	13.6	13.3	14.6	100%
LatAm	13.8	14.2	14.0	13.9	↔️	13.6	13.3	14.6	100%

# Fabric Softeners



# Company P Value SOM

F. Conditioners	SOM Value								
	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Mix
Mexico	24.5	24.7	25.5	23.9	↓	23.1	24.5	23.4	82%
Peru	41.8	41.5	42.7	40.4	↓	40.4	41.6	39.2	7%
Dominican Republic	15.3	19.0	16.3	19.8	↑	18.9	19.7	19.8	3%
Panama	27.1	26.5	28.6	27.8	↓	26.7	27.4	28.2	2%
Puerto Rico	21.8	23.5	24.5	24.6	↔	24.0	24.6	24.6	2%
Guatemala	7.0	8.0	7.3	7.7	↑	8.2	8.1	7.4	1%
Costa Rica	3.9	6.3	5.6	5.6	↔	5.6	5.6	5.6	1%
El Salvador	5.1	4.8	3.9	6.2	↑	7.1	6.0	6.6	0%
Honduras	6.5	6.9	6.7	7.2	↑	7.4	7.4	6.9	0%
Nicaragua	4.6	5.0	5.3	5.3	↔	4.4	5.3	5.2	0%
Colombia	1.6	2.1	2.0	2.0	↔	2.0	2.1	1.9	1%
LatAm	20.9	21.4	22.1	20.8	↓	20.0	21.3	20.2	100%

# Company L Value SOM

SOM Value									
F. Conditioner	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Mix
Mexico	27.2	27.0	27.6	26.2	⬇️	26.5	26.0	26.4	98%
Puerto Rico	9.9	10.5	8.8	11.0	⬆️	10.8	11.0	11.0	1%
Costa Rica	3.6	3.1	3.8	3.1	⬇️	3.1	3.4	2.8	0%
Guatemala	1.1	0.7	0.8	0.8	↔️	0.7	0.8	0.9	0%
El Salvador	4.6	3.5	4.7	3.1	⬇️	2.9	3.0	3.1	0%
LatAm	19.4	19.6	20.3	19.2	⬇️	19.2	19.2	19.2	100%

# Cleaners



# Reckitt Benckiser Value SOM

SOM Value

Cleaners	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Mix
Brazil	23.3	22.0	22.3	21.4	↓	21.8	21.5	21.4	91%
Mexico	2.8	2.0	2.3	1.8	↓	2.0	1.9	1.8	5%
Colombia	4.1	4.3	4.5	3.9	↓	4.1	3.9	3.9	2%
Costa Rica	15.6	14.4	14.9	15.2	↑	15.1	15.3	15.1	2%
Puerto Rico	3.1	3.7	3.4	3.5	↔	3.6	3.5	3.5	0%
LatAm	13.9	12.8	13.3	12.5	↓	13.0	12.5	12.5	100%

# Company L Value SOM

SOM Value									
Cleaners	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Mix
Guatemala	5.1	5.4	5.2	5.0	↔	5.4	5.1	4.8	37%
El Salvador	8.1	9.5	8.6	11.1	↑	10.3	11.0	11.2	48%
Honduras	3.1	3.2	3.2	3.1	↔	3.1	3.1	3.1	15%
LatAm	14.4	15.2	14.2	14.4	↔	14.3	14.6	14.2	100%



# UniCompany R Value SOM

SOM Value

Cleaners	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24
Brazil	4.6	3.5	4.2	2.8	↓	3.0	2.8	2.7
Colombia	4.3	5.0	4.5	3.8	↓	4.2	3.9	3.6
Puerto Rico	0.0	0.0	0.0	0.0	↔	0.0	0.0	0.0
Dominican Republic	0.0	0.0	0.0	0.0	↔	0.0	0.0	0.0
LatAm	2.7	2.1	2.5	1.7	↓	1.9	1.7	1.7

# DiA9 Hand



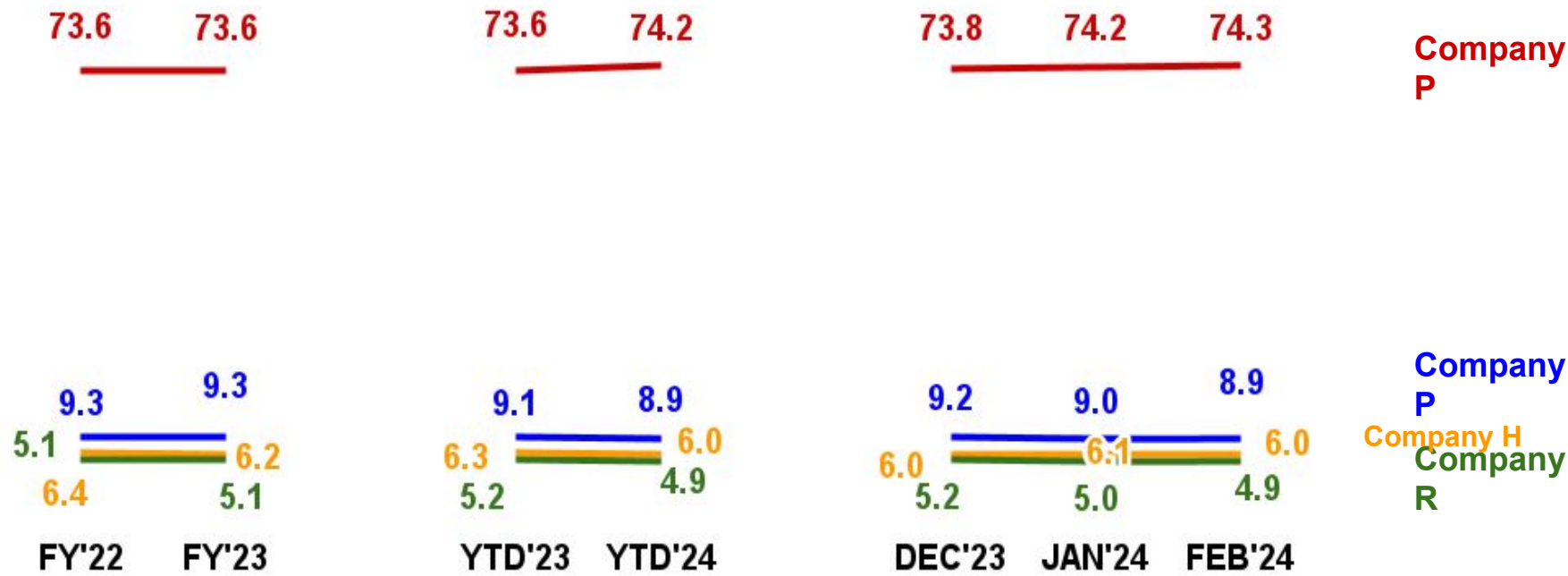
# Company P Value SOM

SOM Value									
Producto D	2022	2023	2023 FEB YTD	2024 FEB YTD	+/- Yr Ago	DEC'23	JAN'24	FEB'24	Mix
Mexico	46.2	45.2	45.6	46.1	⬆️	44.7	46.5	45.6	95%
Andean	3.9	3.0	3.8	0.4	⬇️	0.7	0.4	0.3	0%
Central America	1.3	1.8	1.8	1.8	↔️	1.8	1.9	1.8	1%
Greater Caribbean	16.3	17.7	17.6	18.9	⬆️	18.2	18.5	19.3	4%
LatAm	28.3	28.8	28.7	28.8	↔️	27.7	29.3	28.3	100%

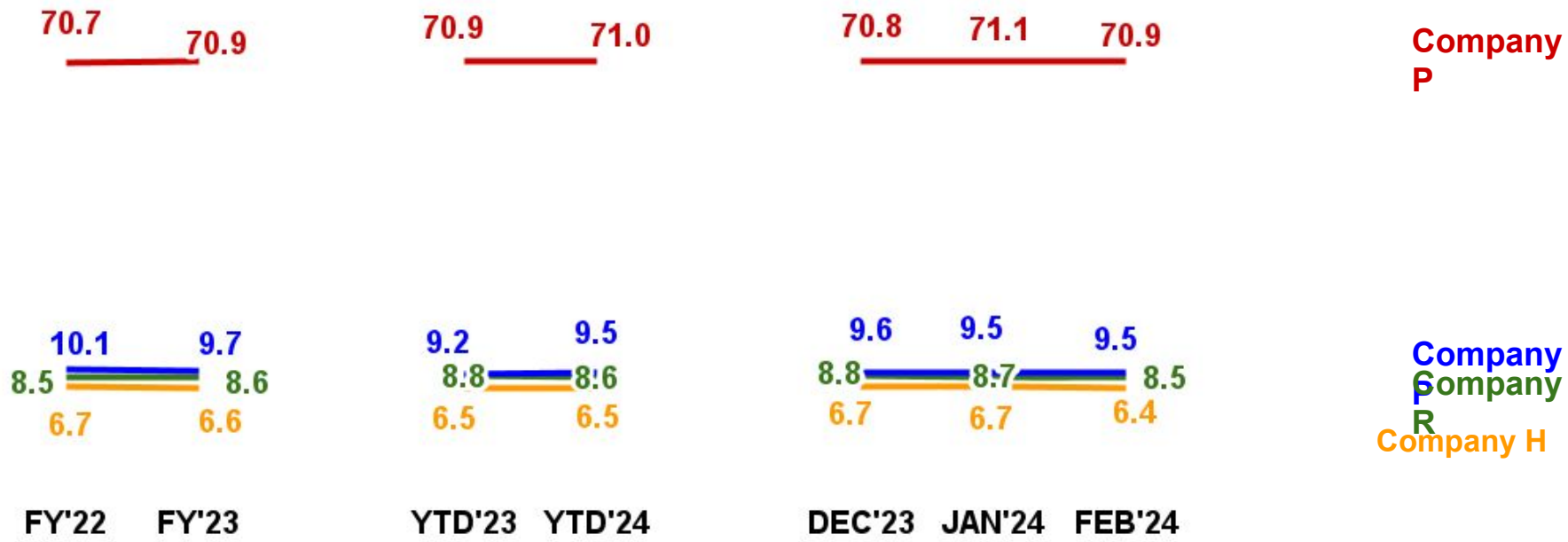
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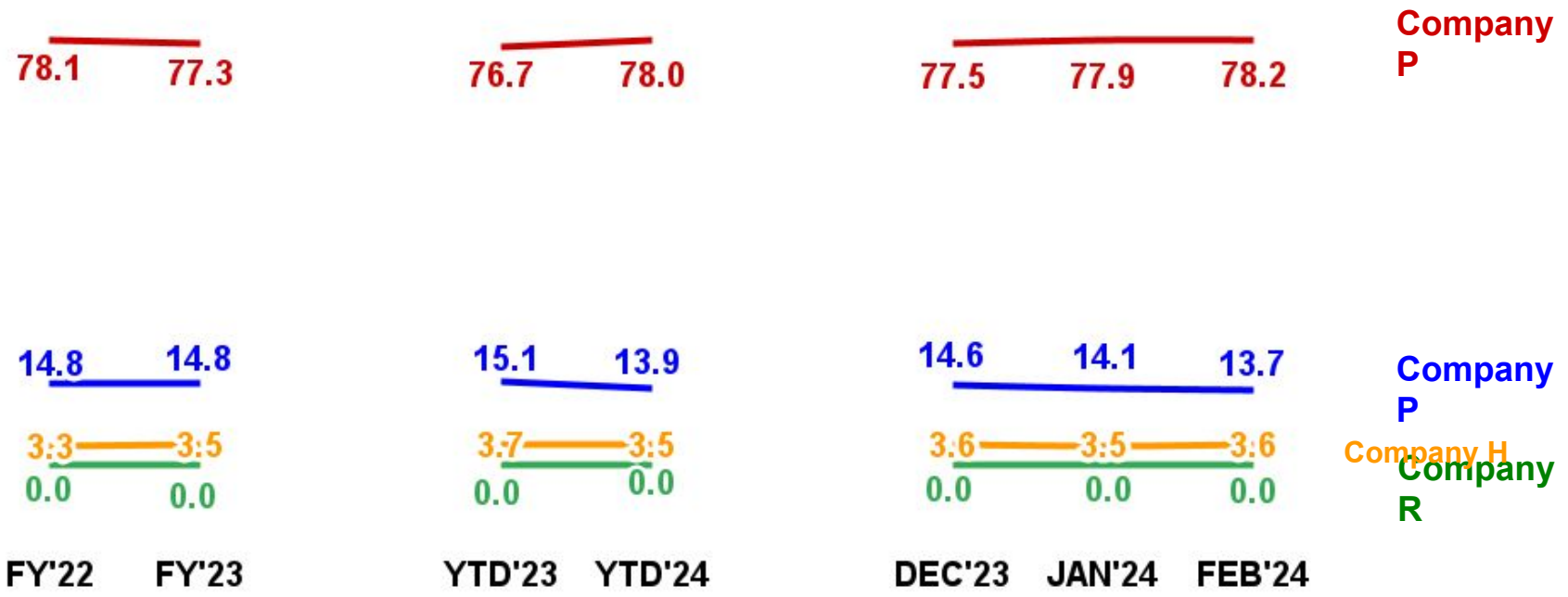
# Producto X Value - LatAm



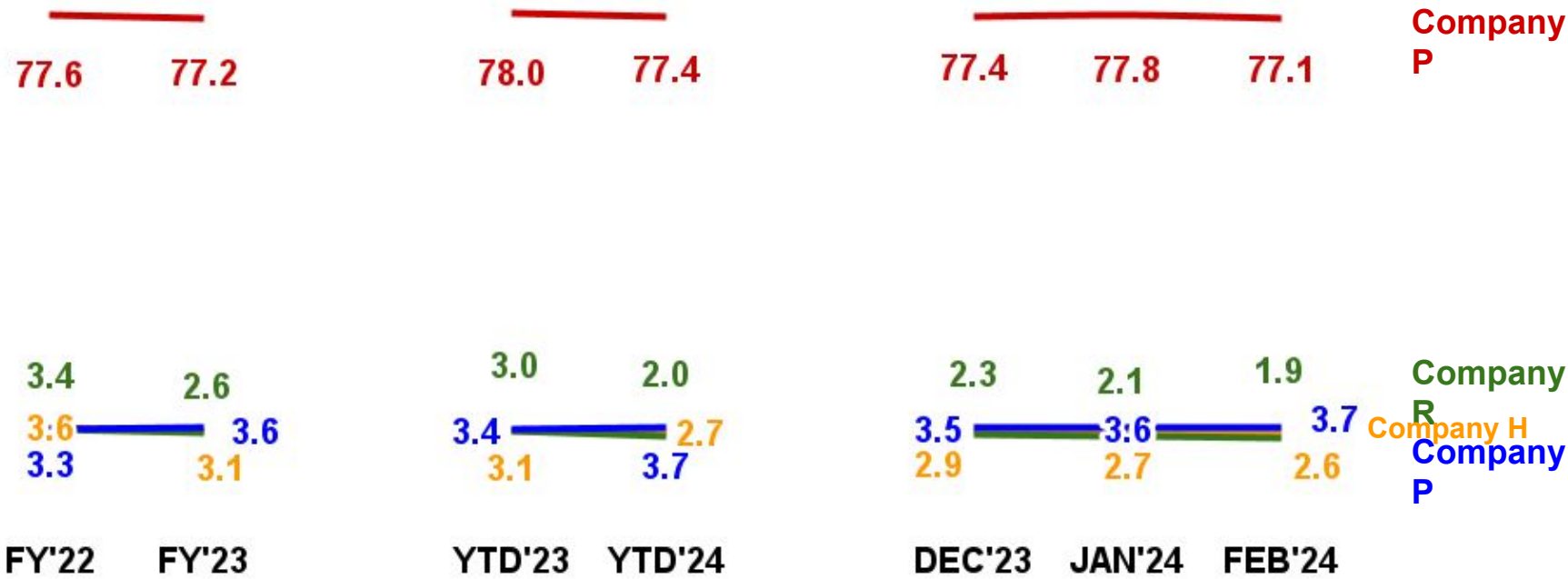
# Producto X Value - Brazil



# Producto X Value - Mexico

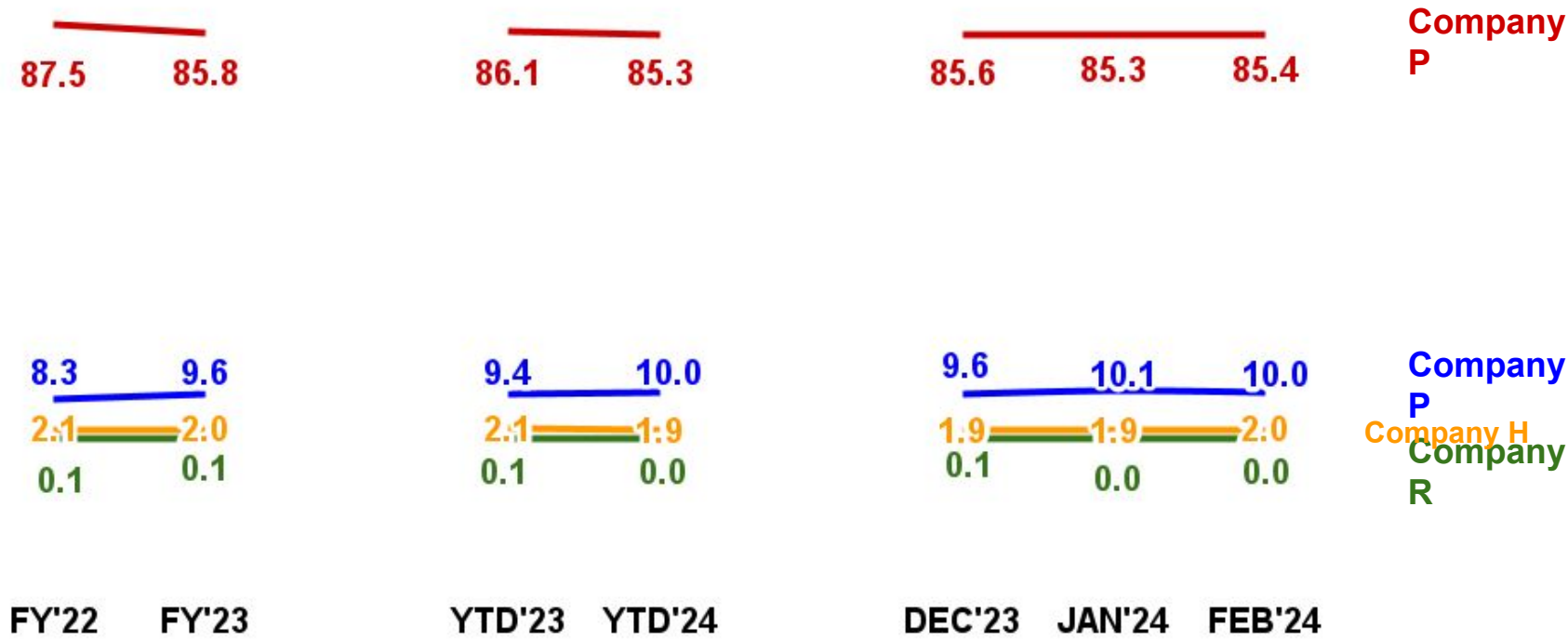


# Producto X Value - Colombia

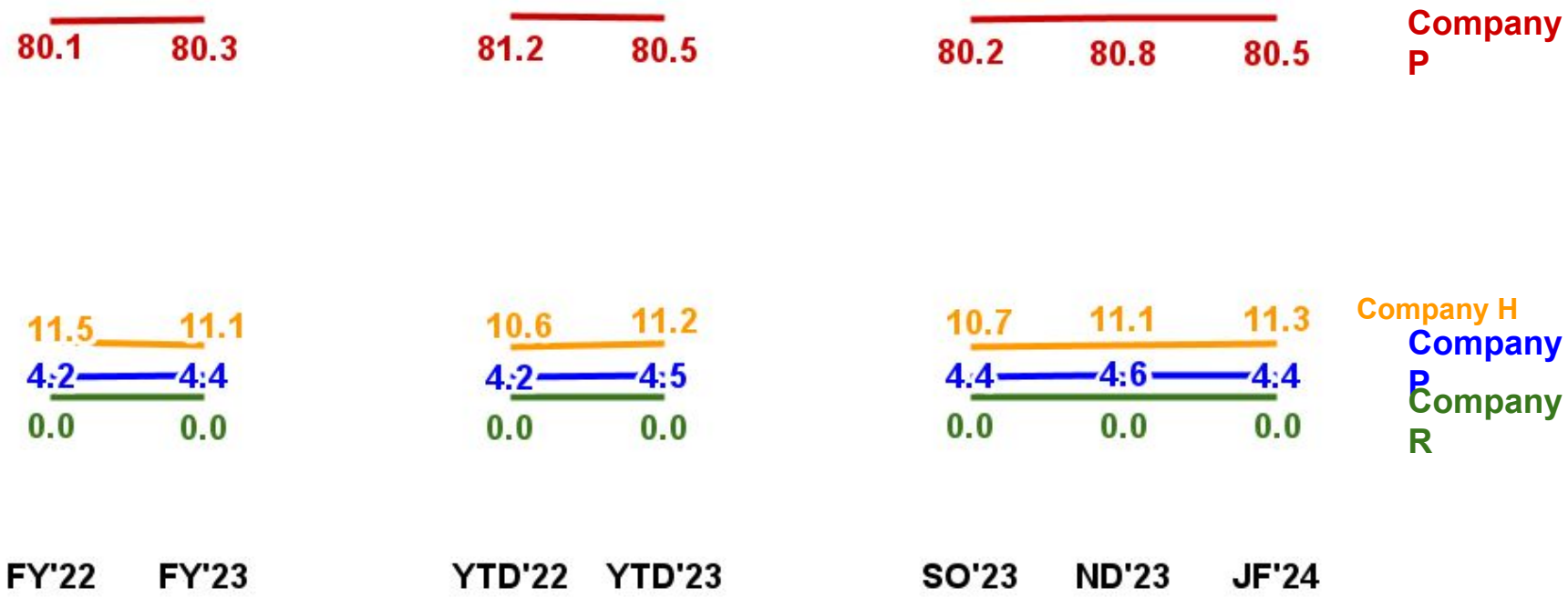




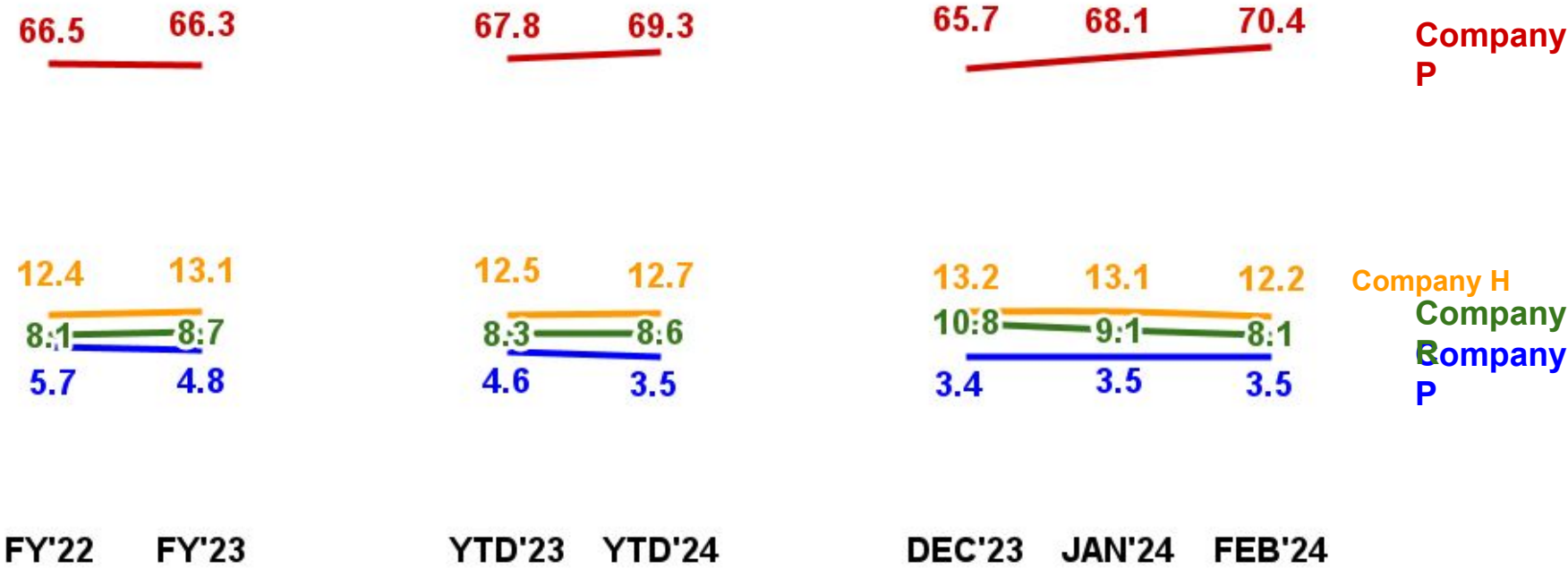
# Producto X Value - CAM



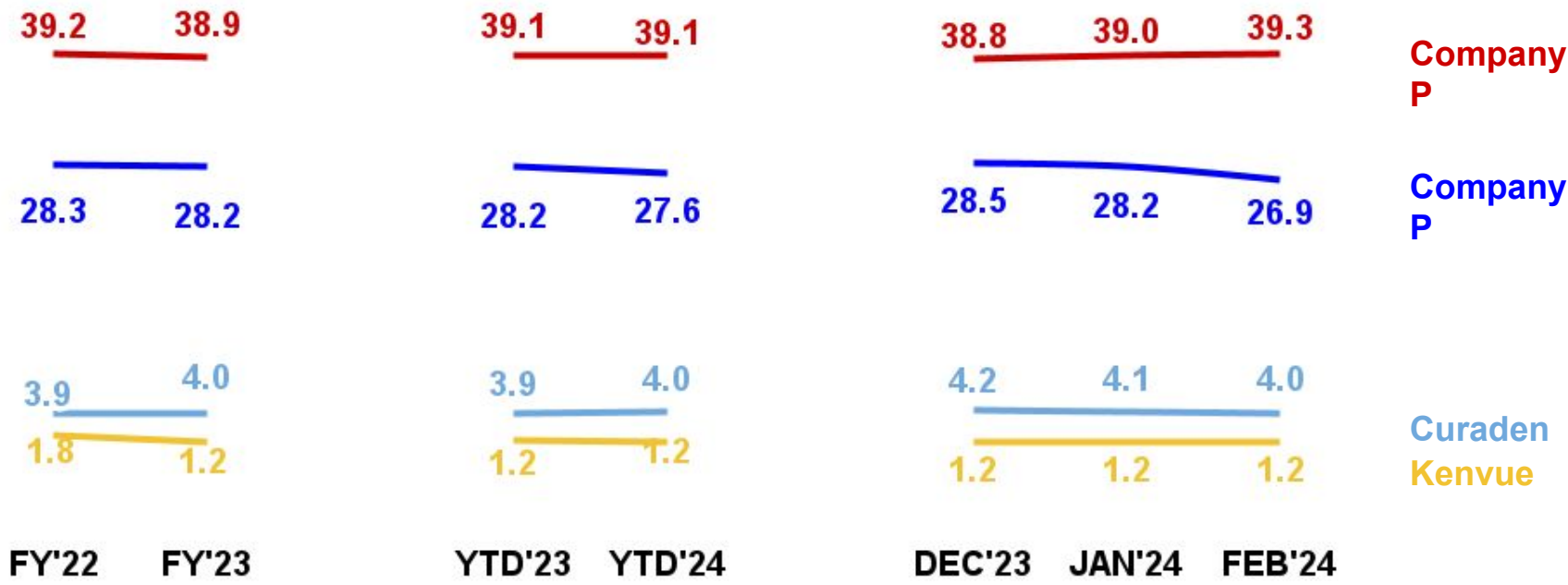
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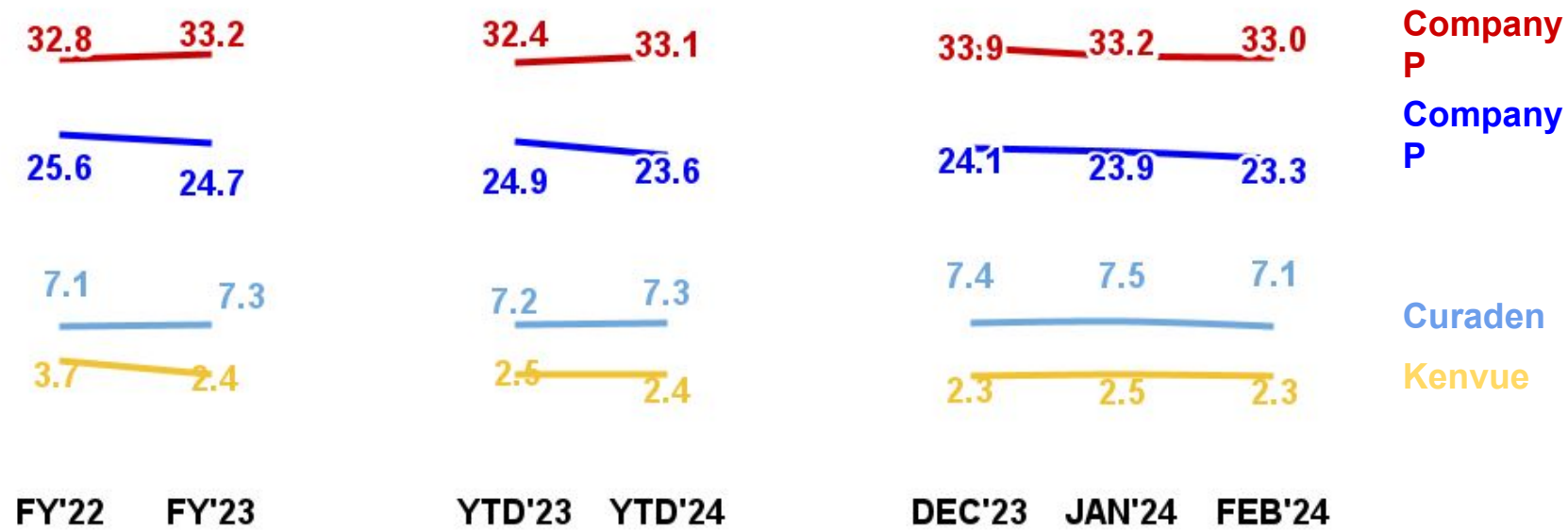
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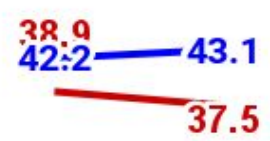
# Producto A Value - LatAm



# Producto A Value - Brazil



# Producto A Value - Mexico



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Company  
P



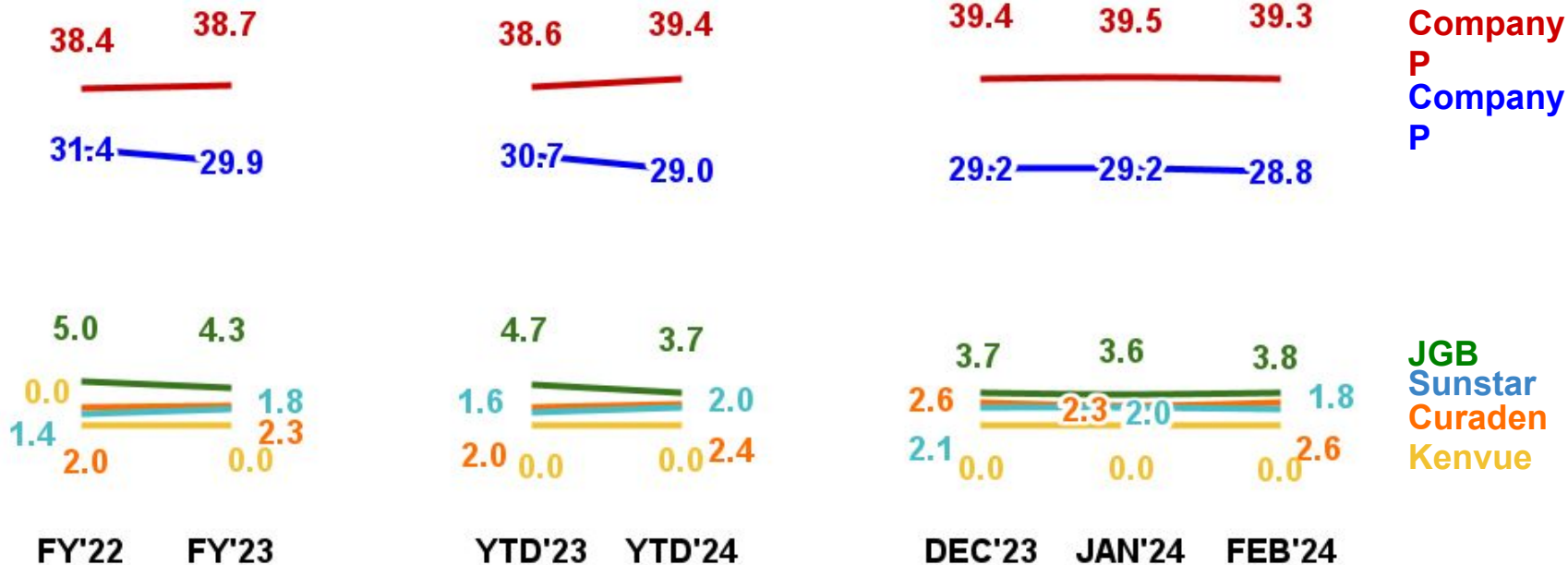
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Kenvue

FY'22 FY'23

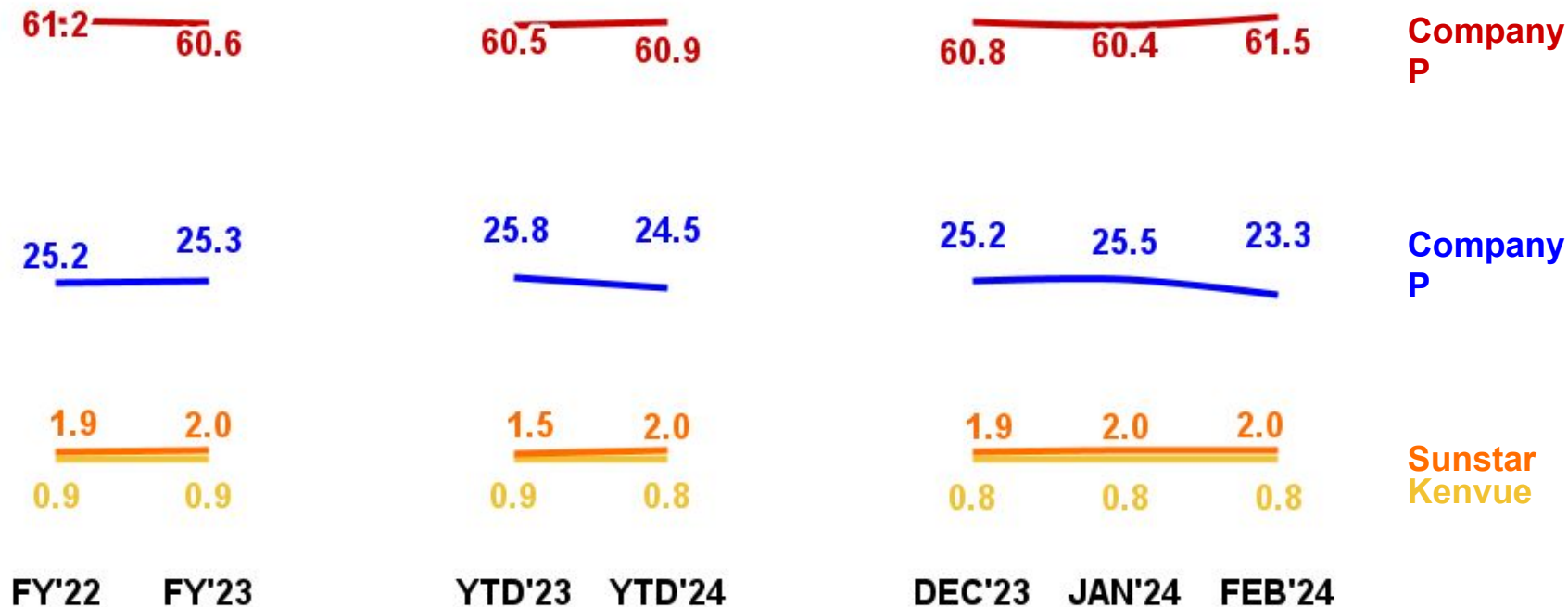
YTD'23 YTD'24

DEC'23 JAN'24 FEB'24

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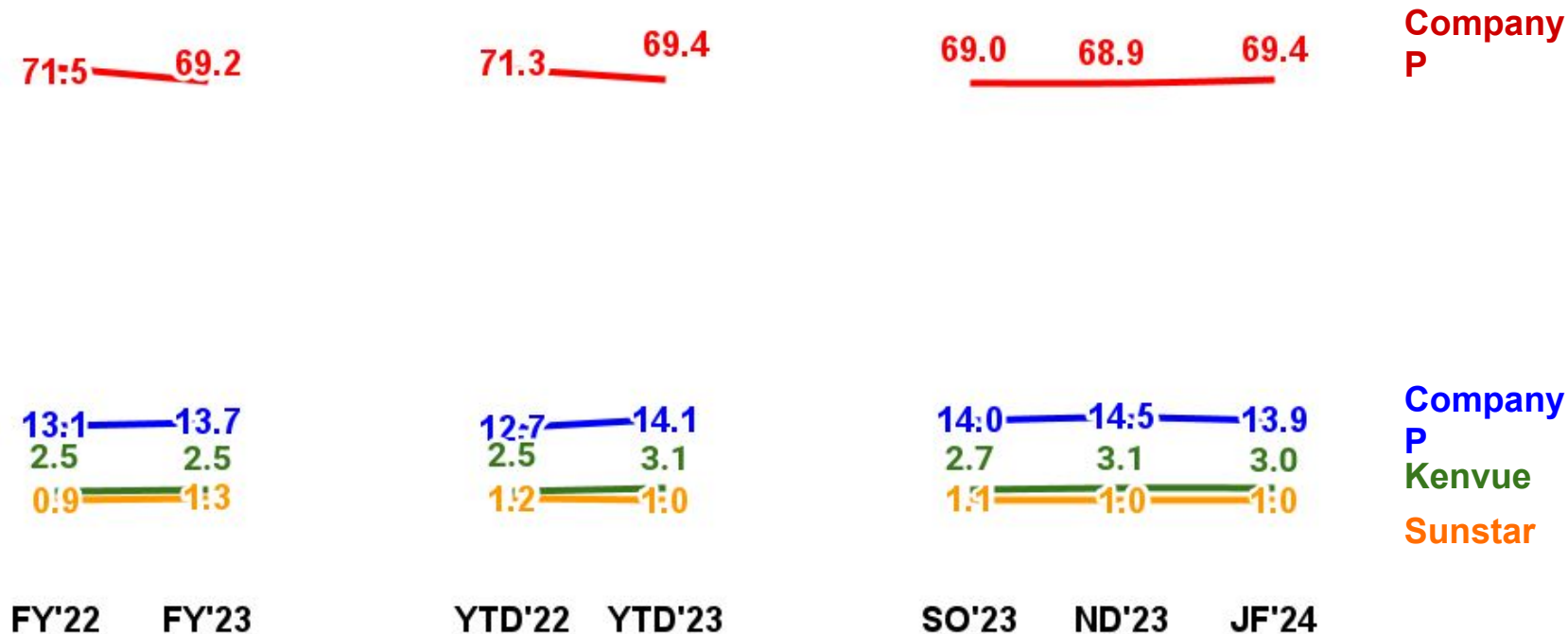


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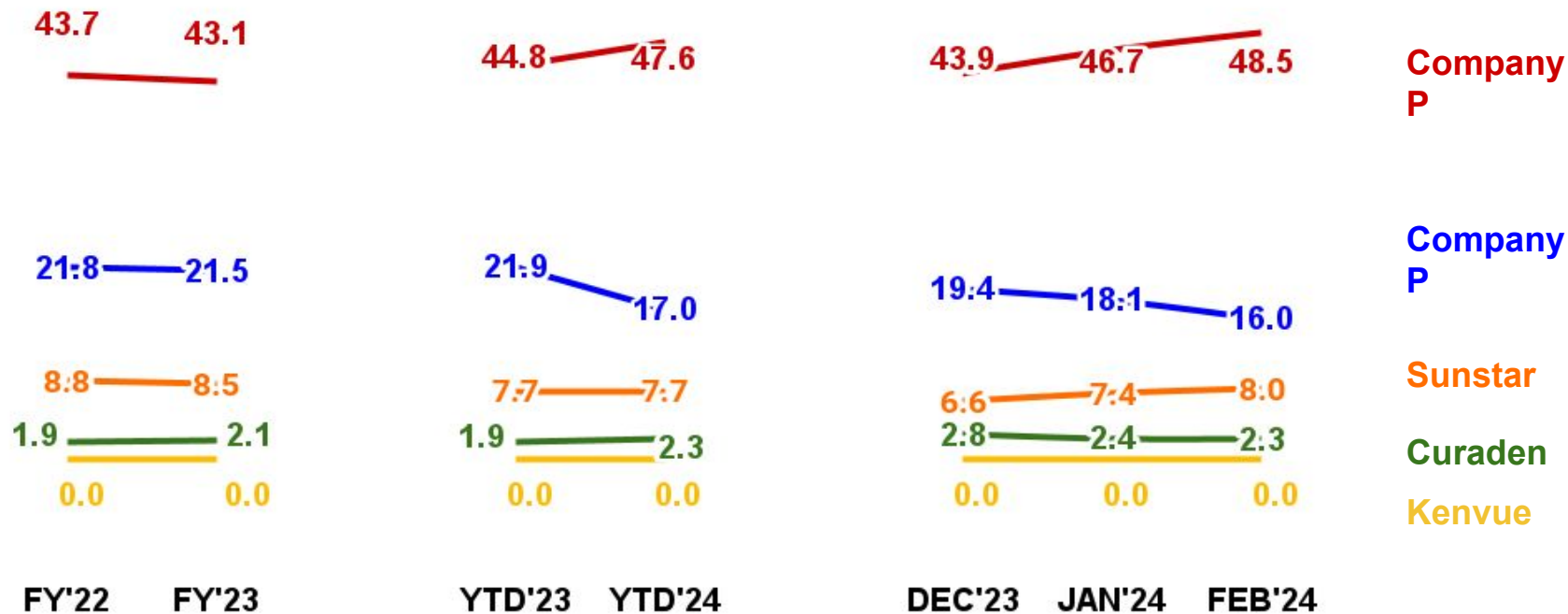




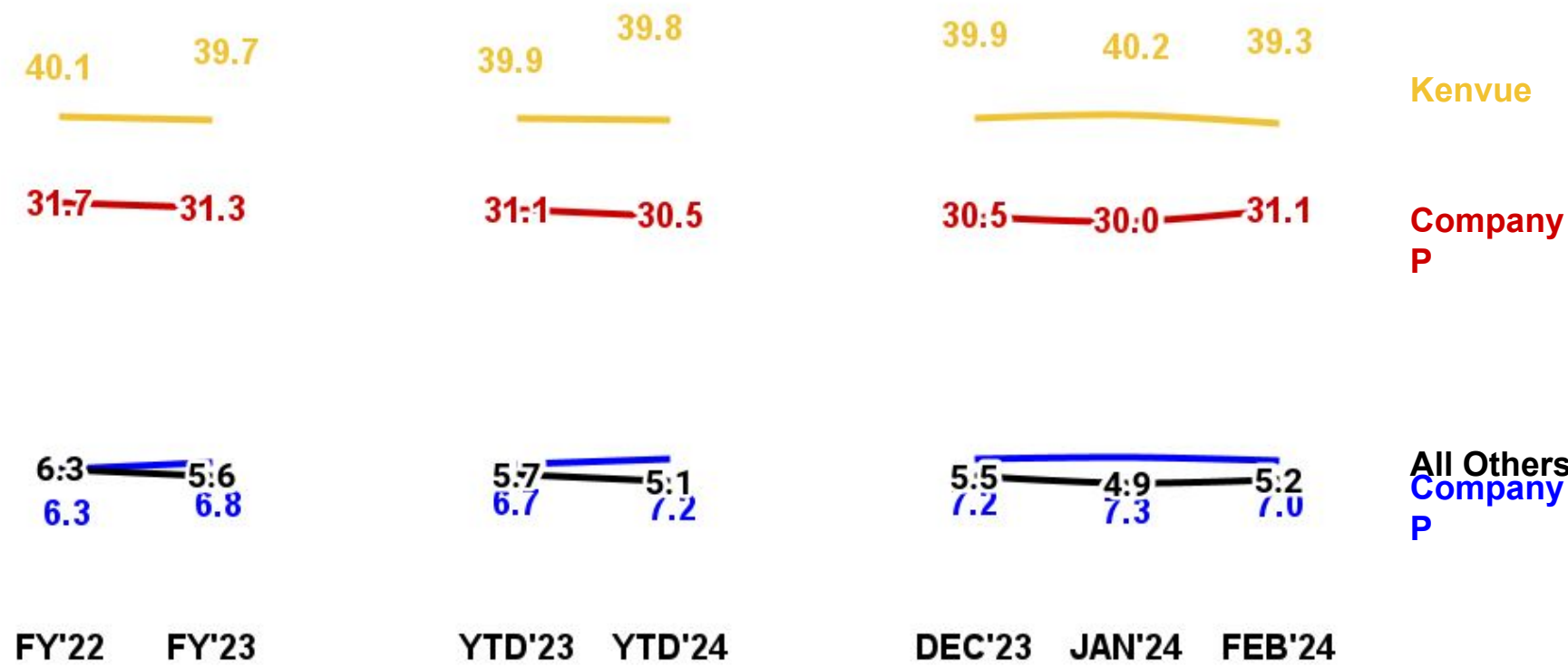
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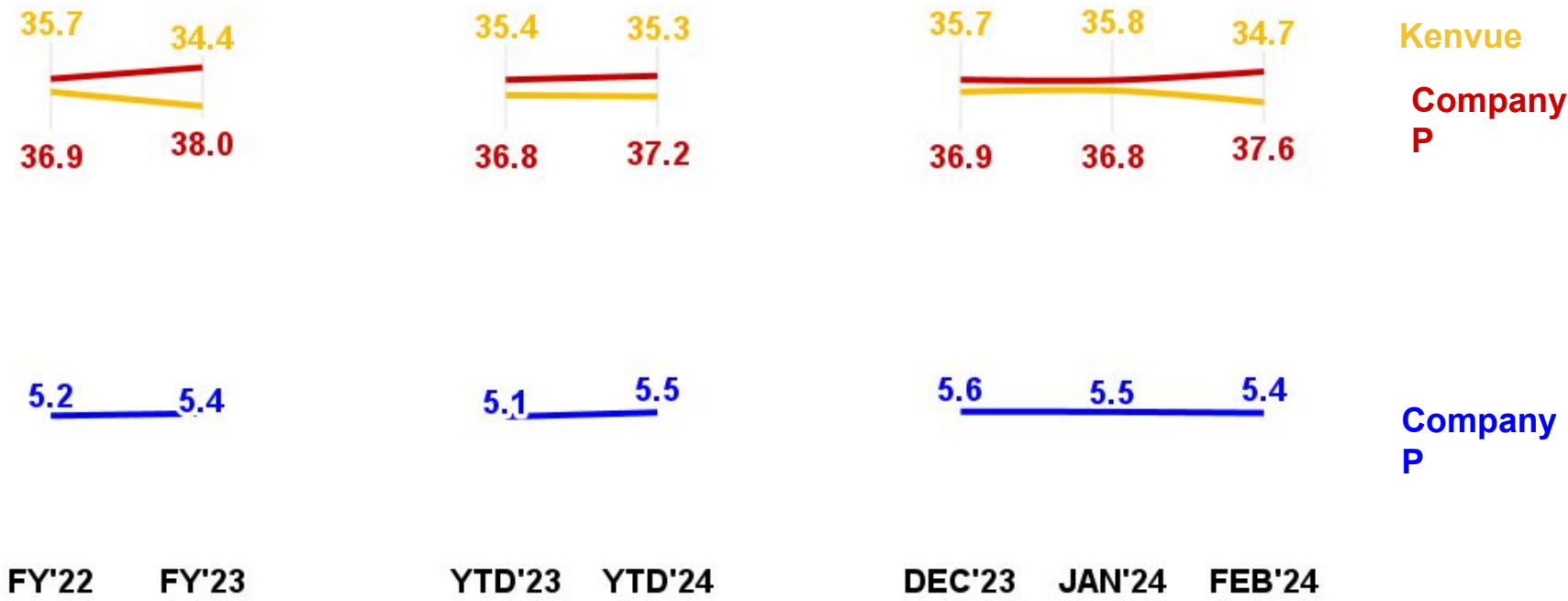
# Producto A Value - S. Cone



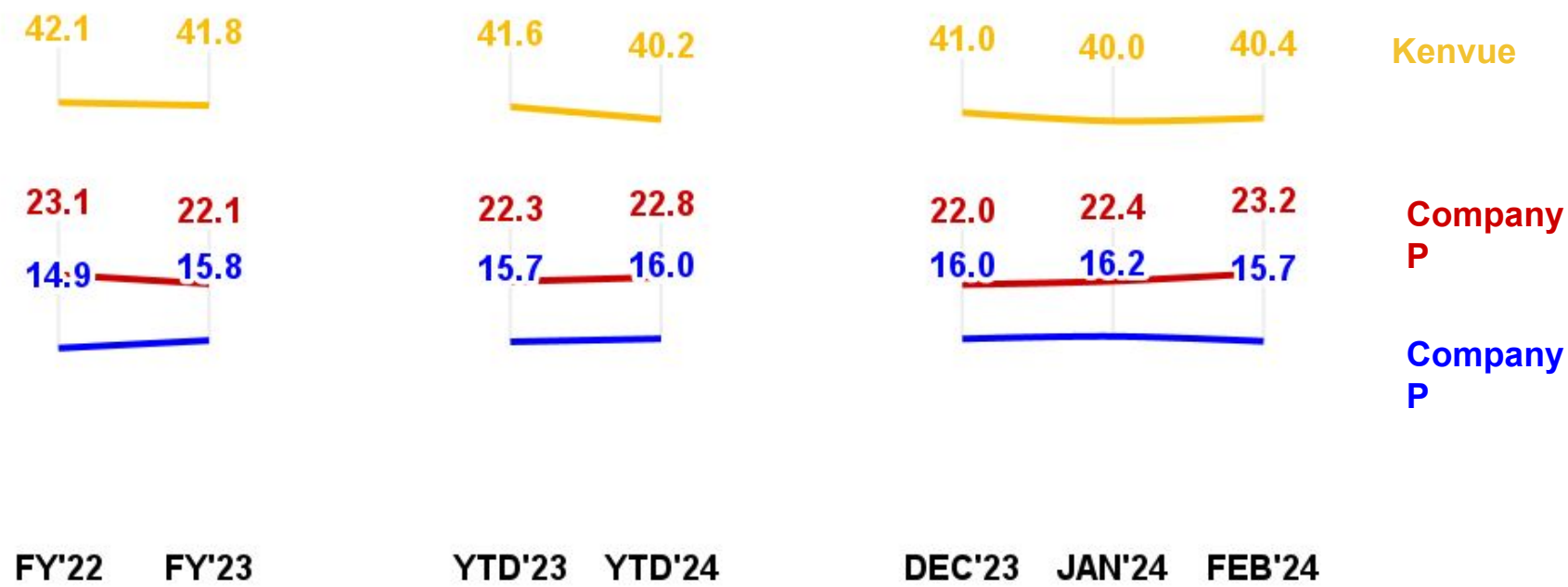
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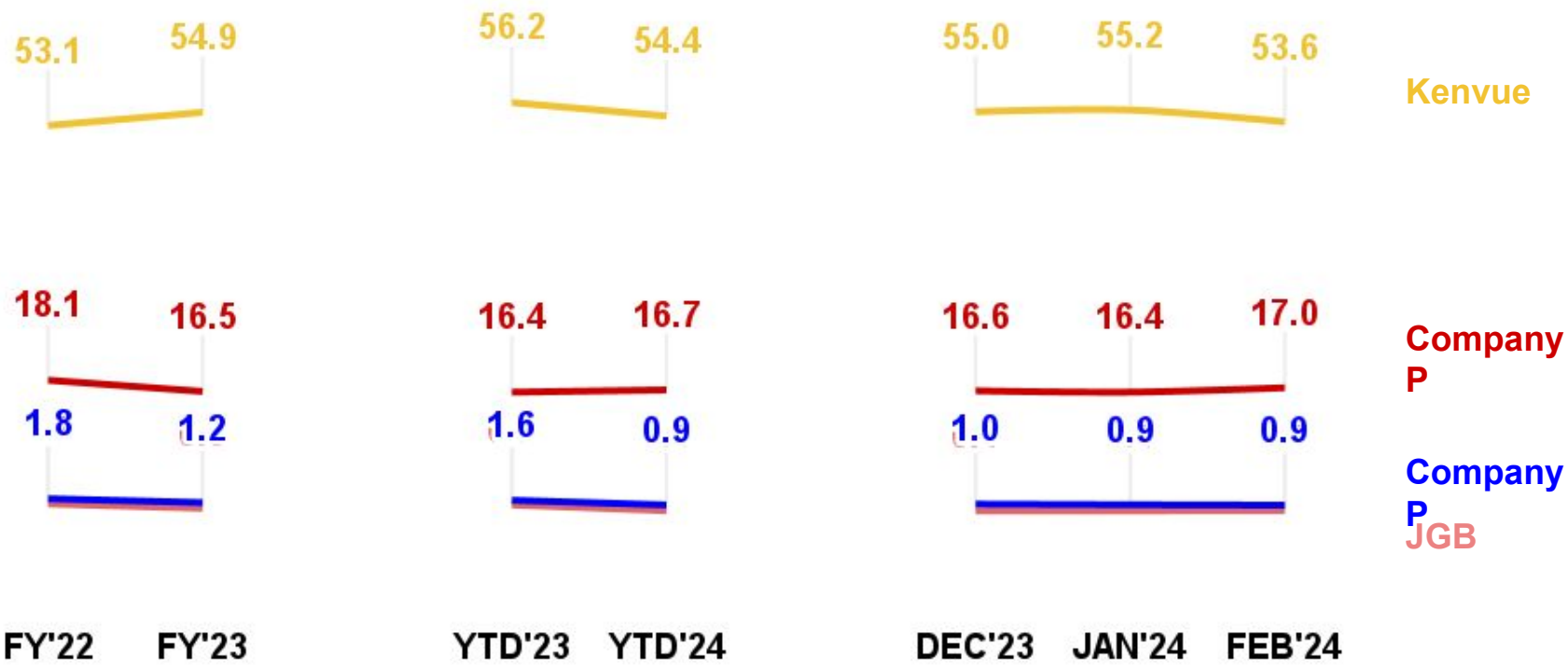
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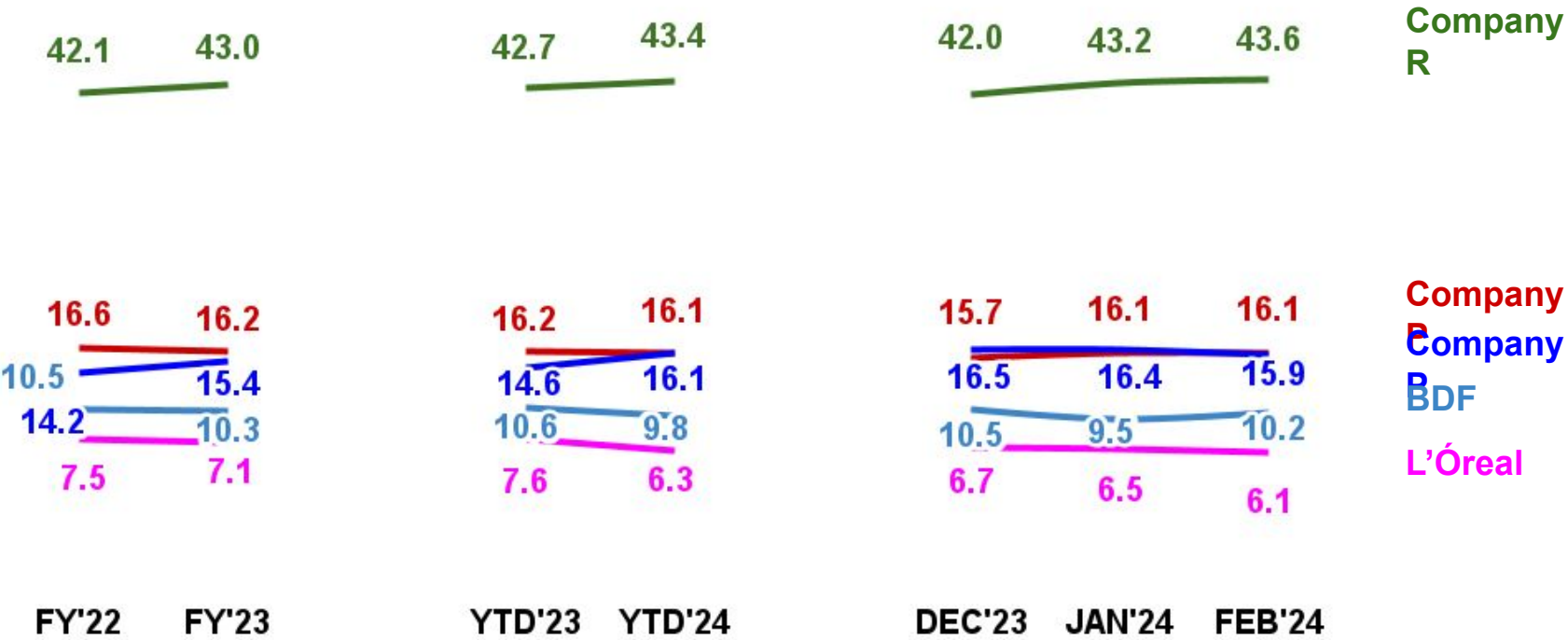
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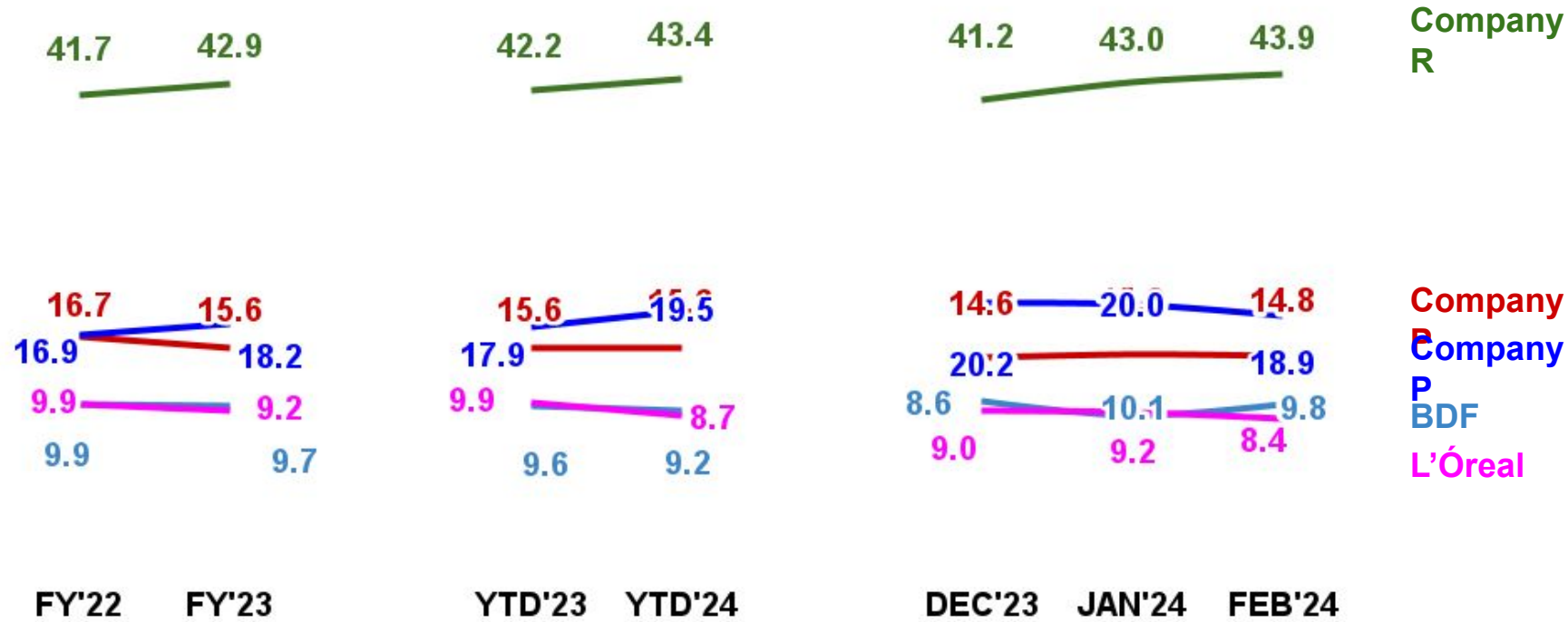
# Producto M Value - Colombia



# Producto U Value - LatAm

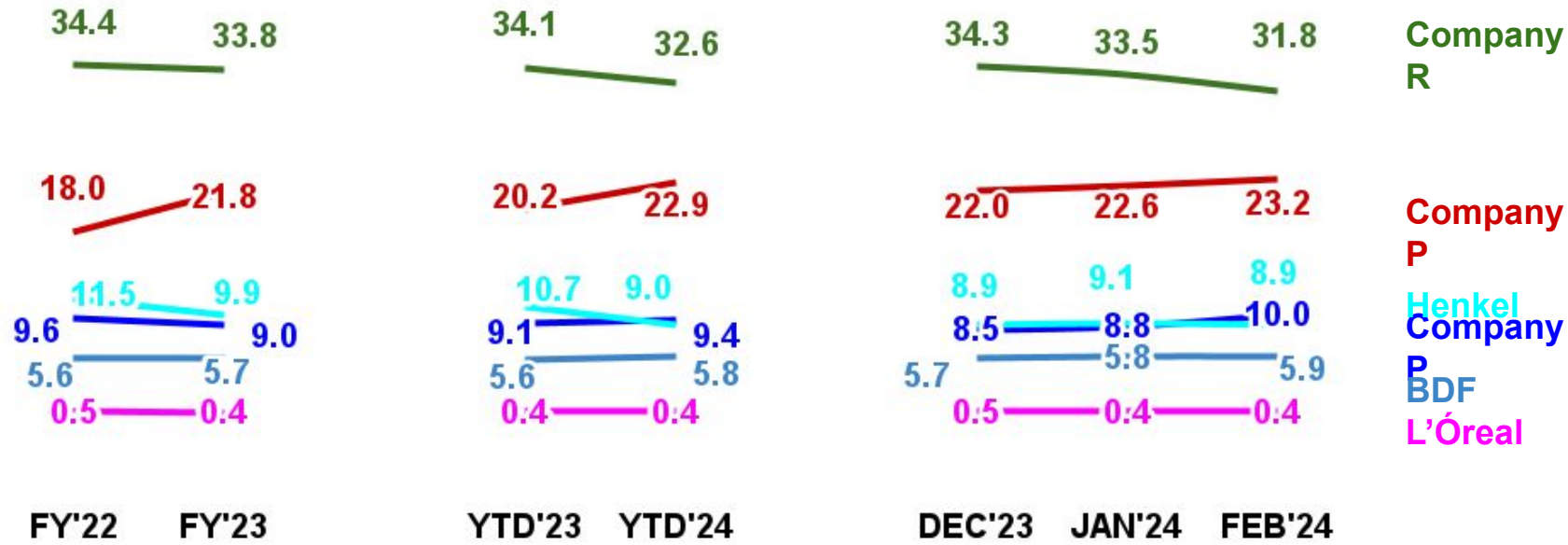


# Producto U Value - Mexico





# Producto U Value - Colombia



# Producto U Value - CAM

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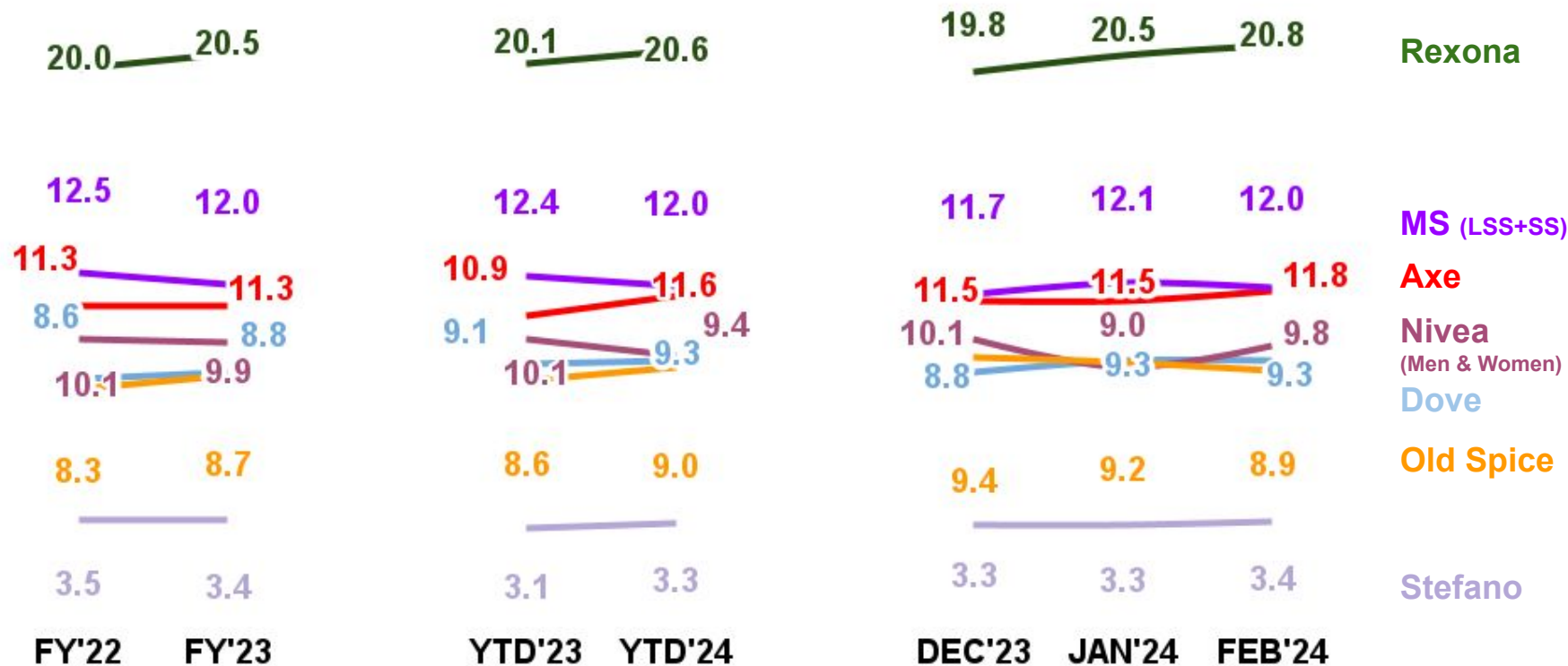
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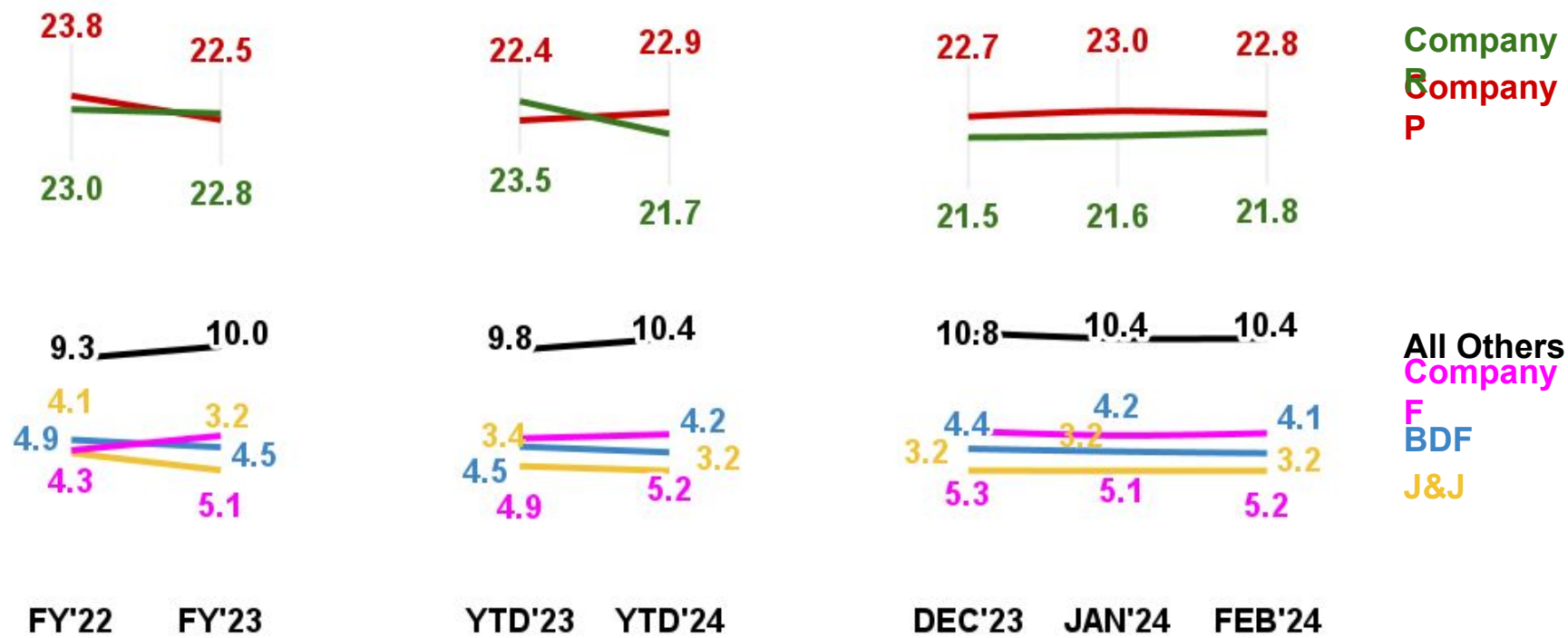
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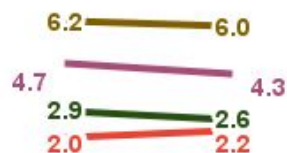
# Producto U Brands Value - LatAm



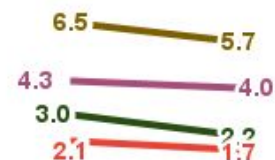
# Body Cleansing Value - LatAm



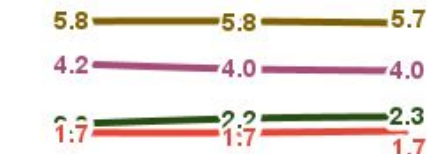
# Body Cleansing Brands Value - LatAm



FY'22 FY'23



YTD'23 YTD'24



DEC'23 JAN'24 FEB'24

Palmolive

Dove

Protex

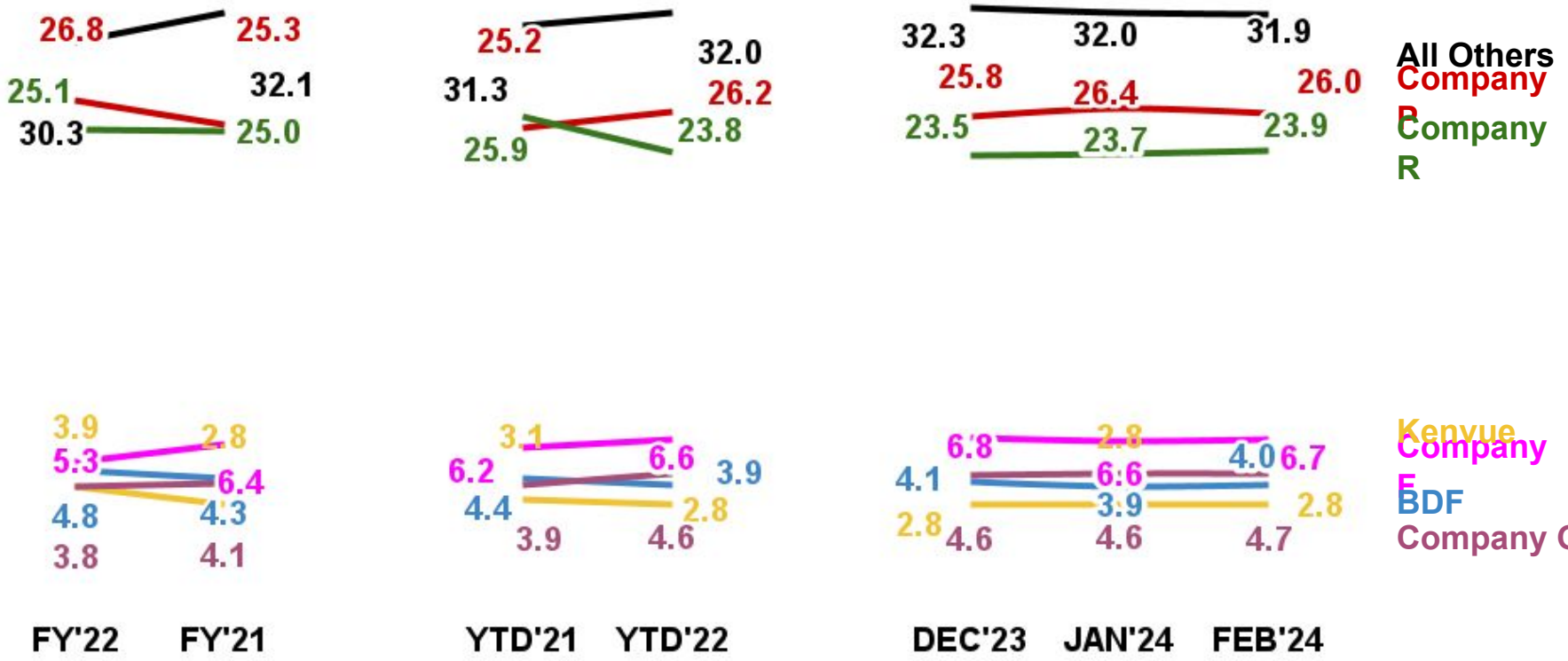
Lux

Nivea

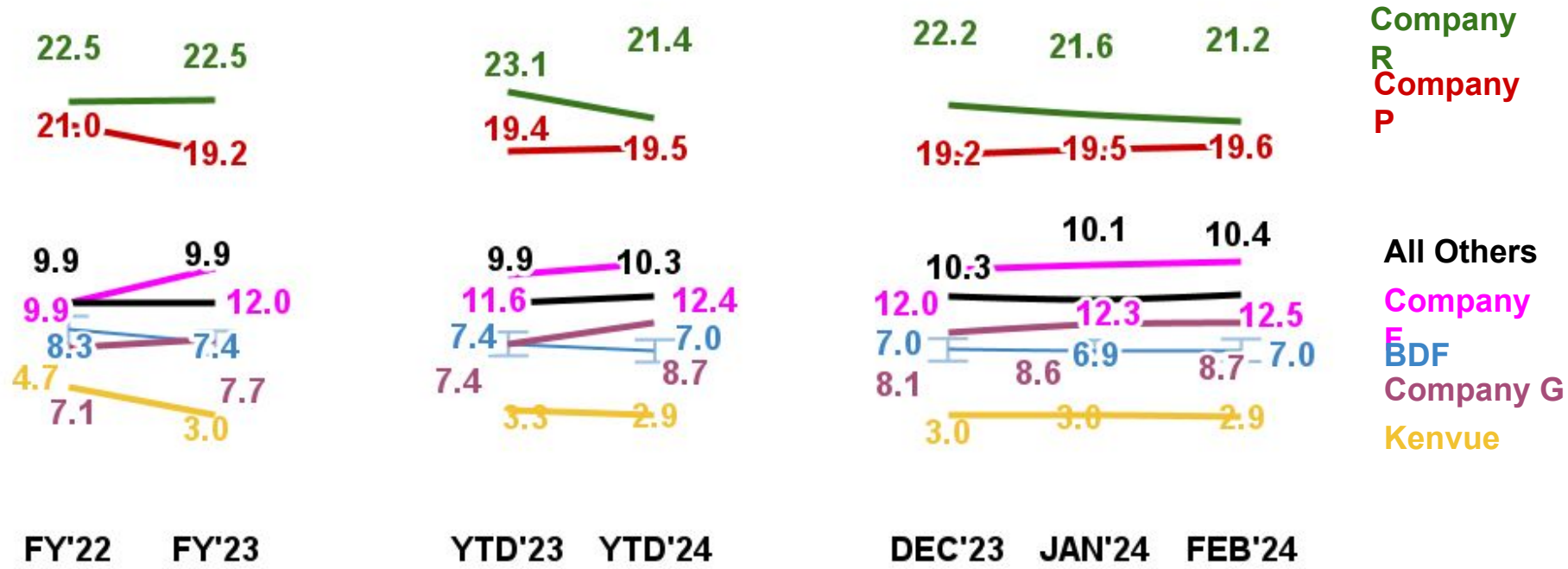
Rexona

Zest

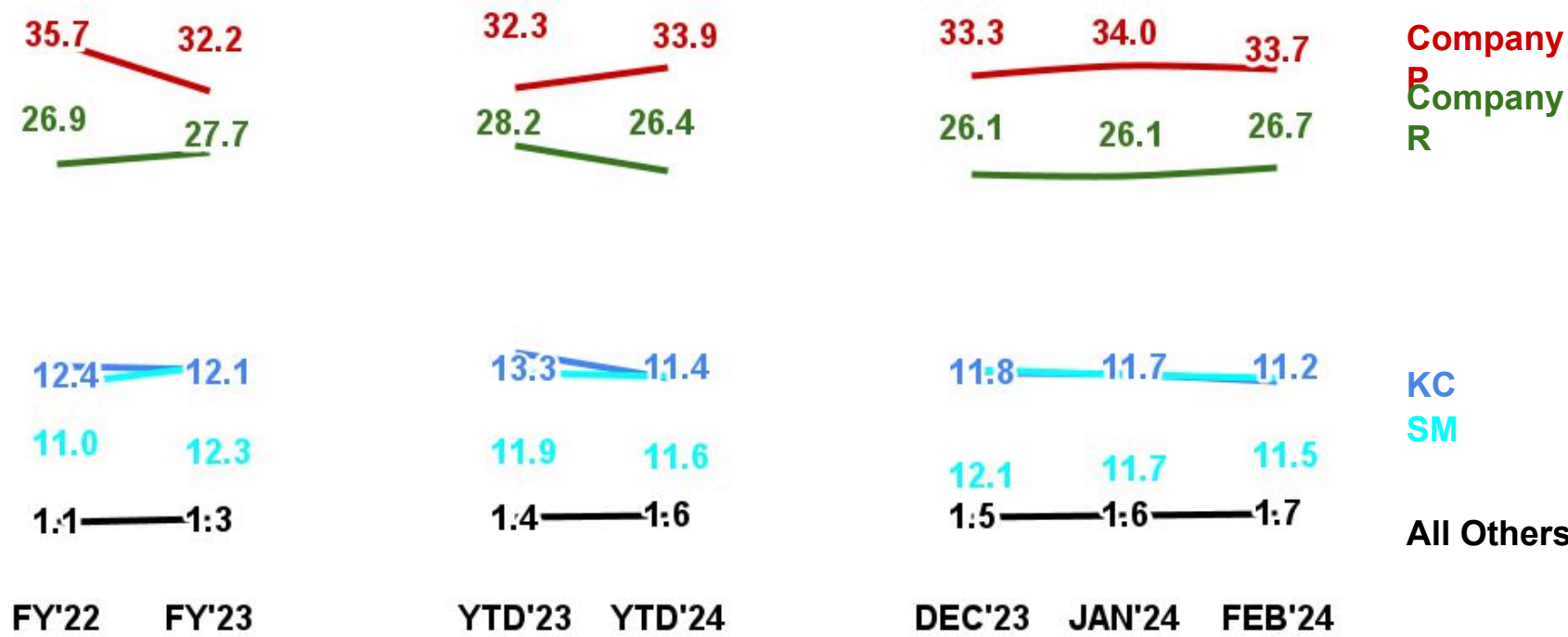
# Producto B Value - LatAm



# Producto B Value - Brazil

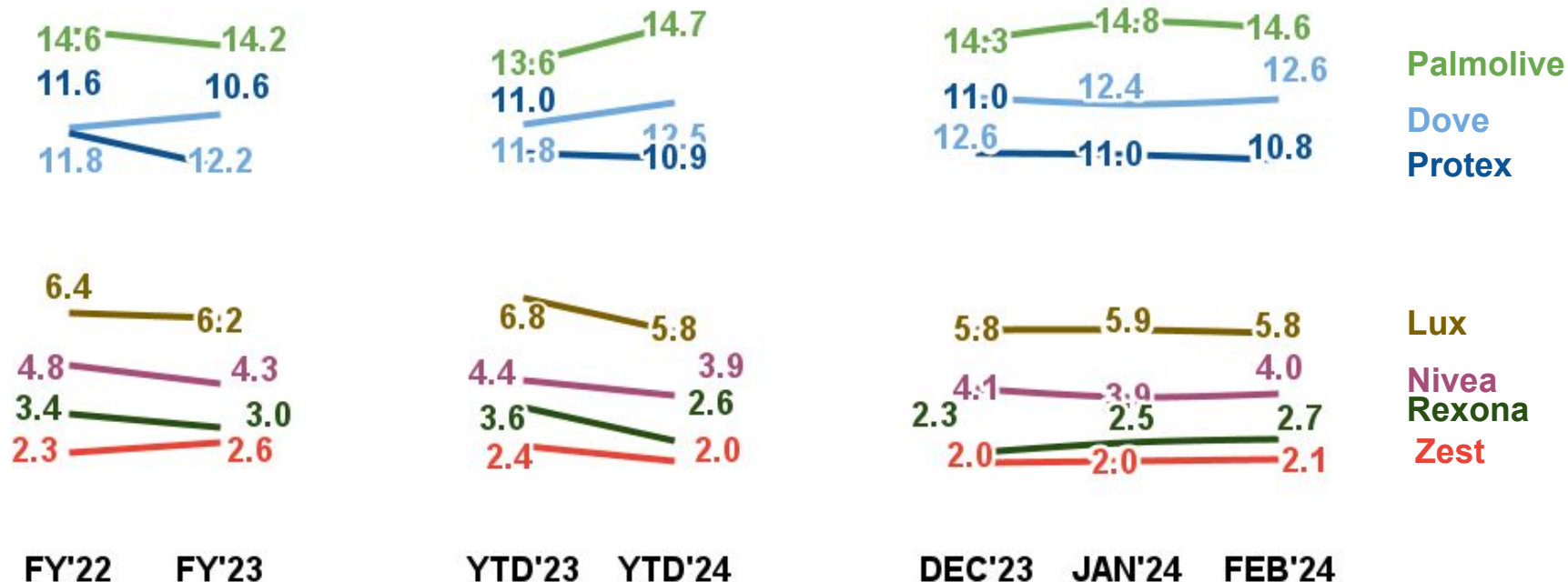


# Producto B Value - Mexico

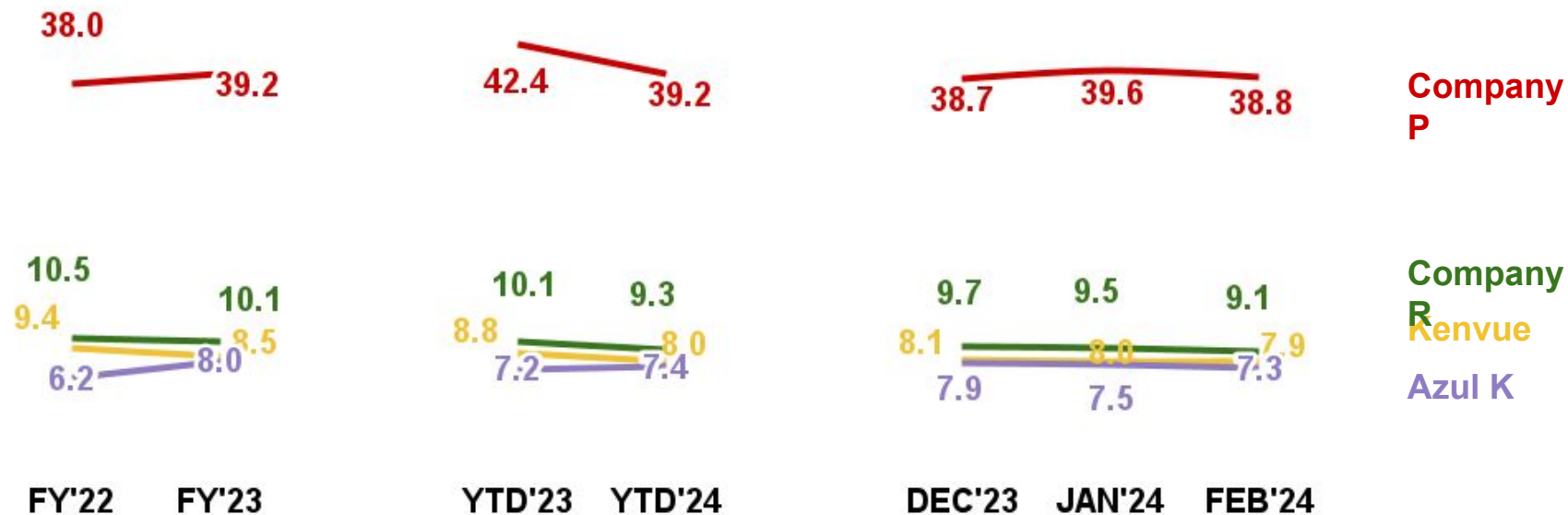




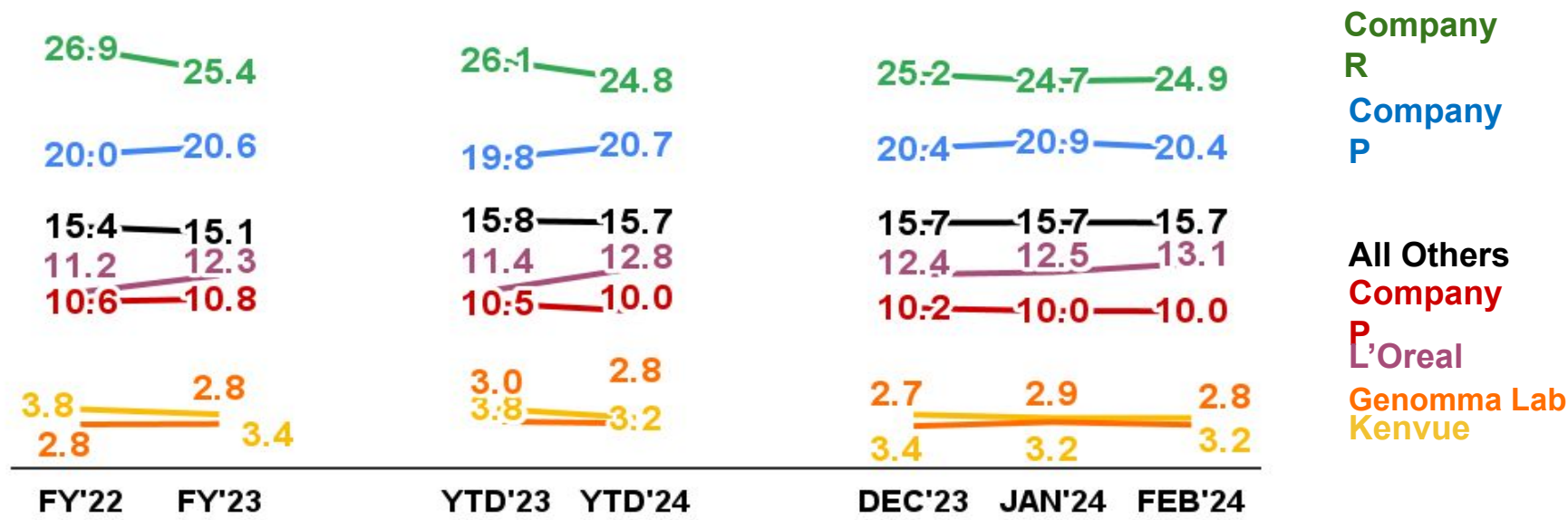
# Producto B Brands Value - LatAm



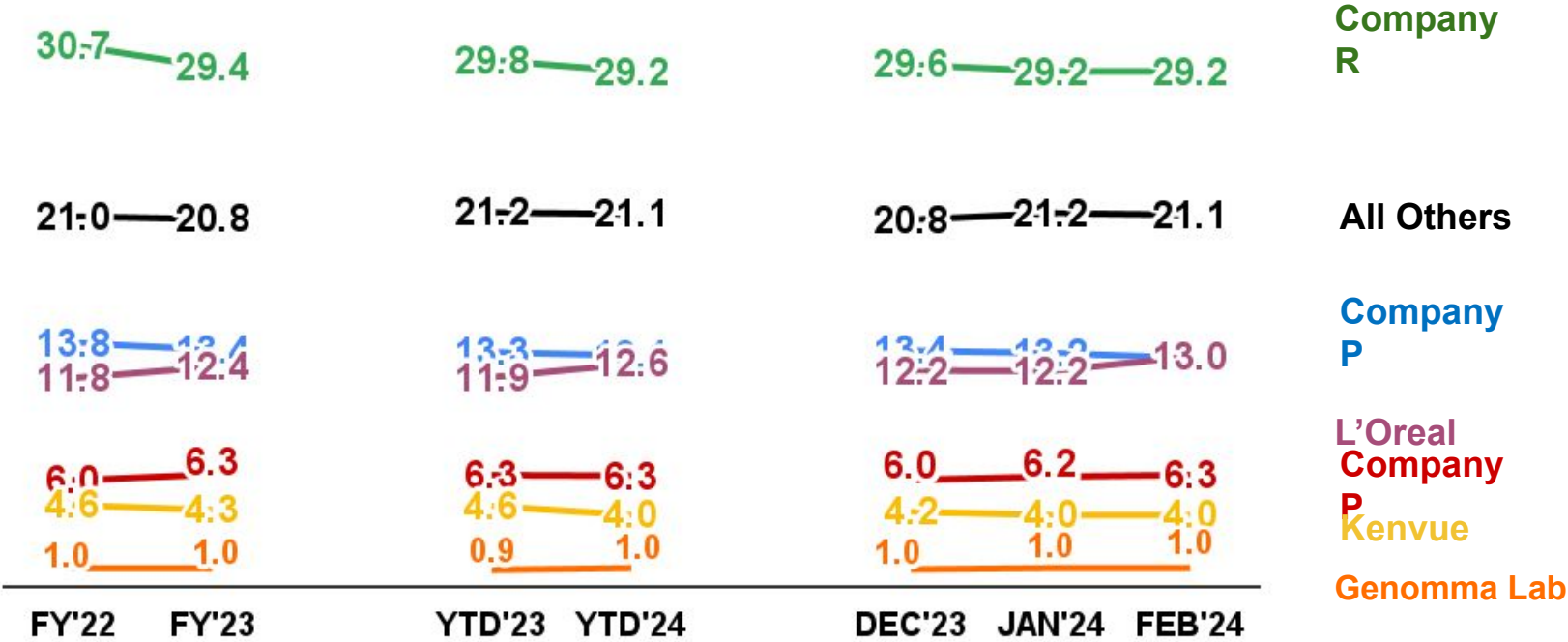
# Producto B Value - Colombia



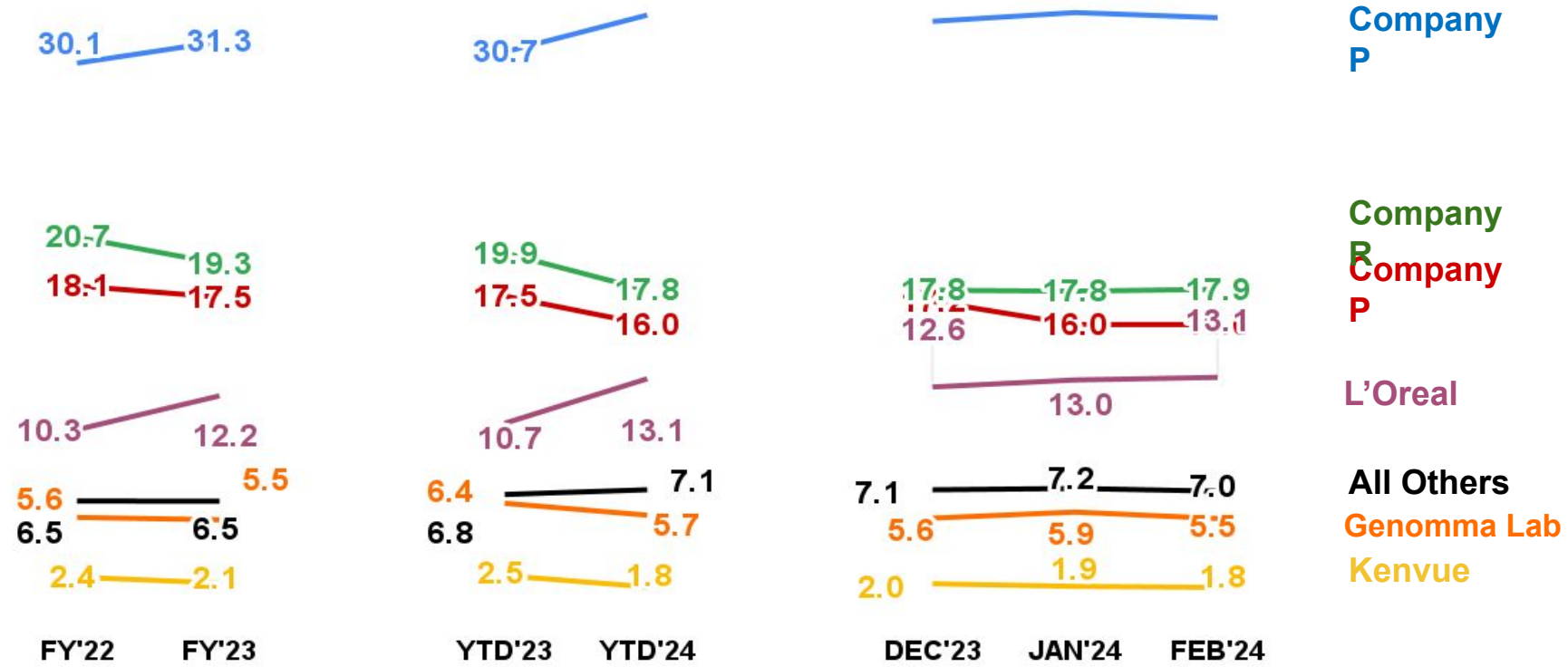
# Producto S Value - LatAm



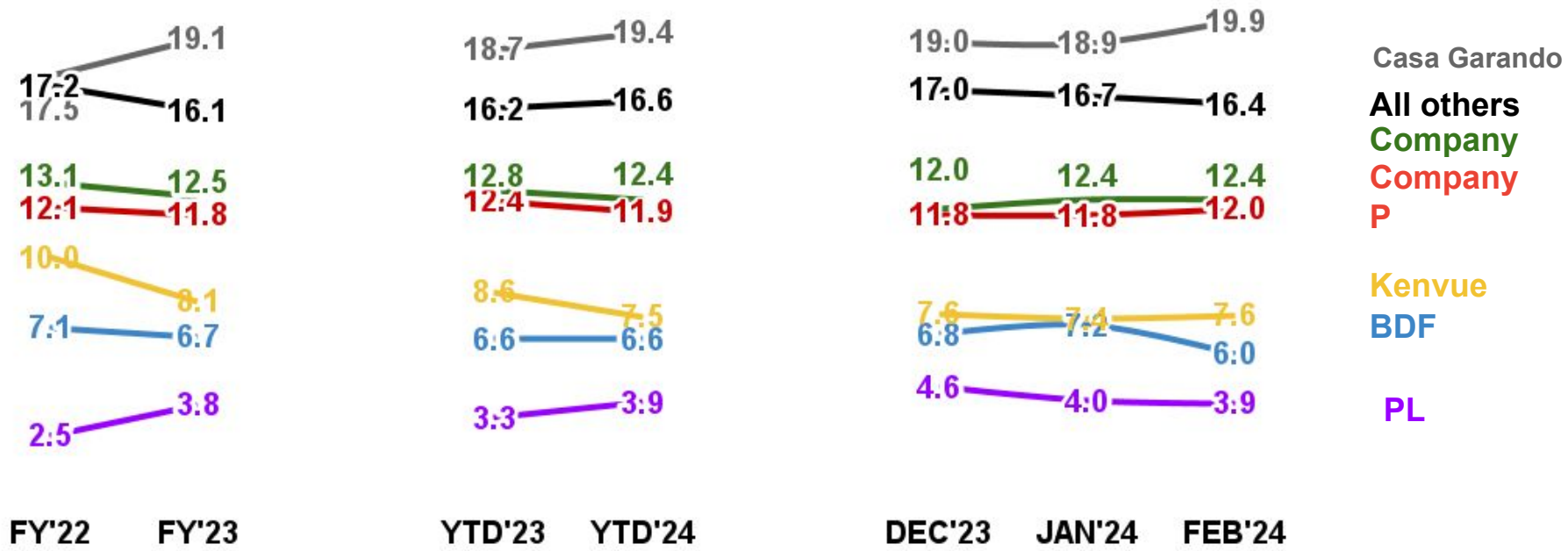
# Producto S Value - Brazil



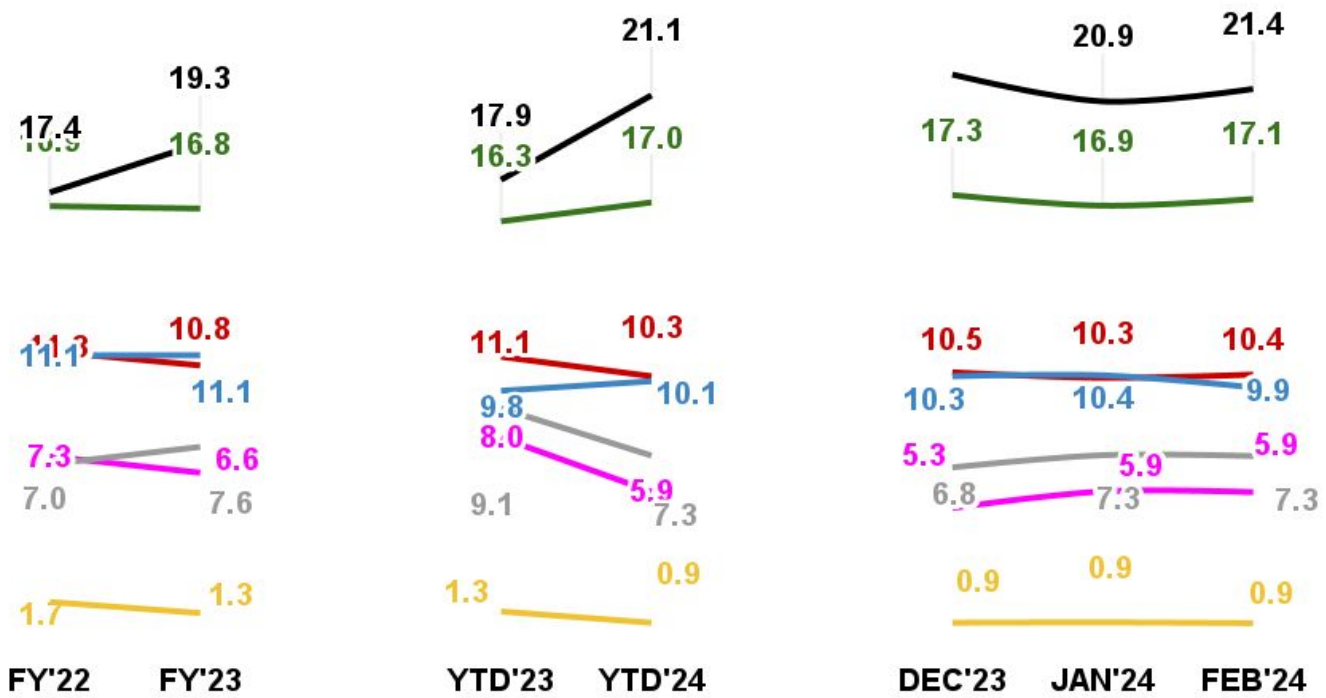
# Producto S Value - Mexico



# Producto W Value - LatAm

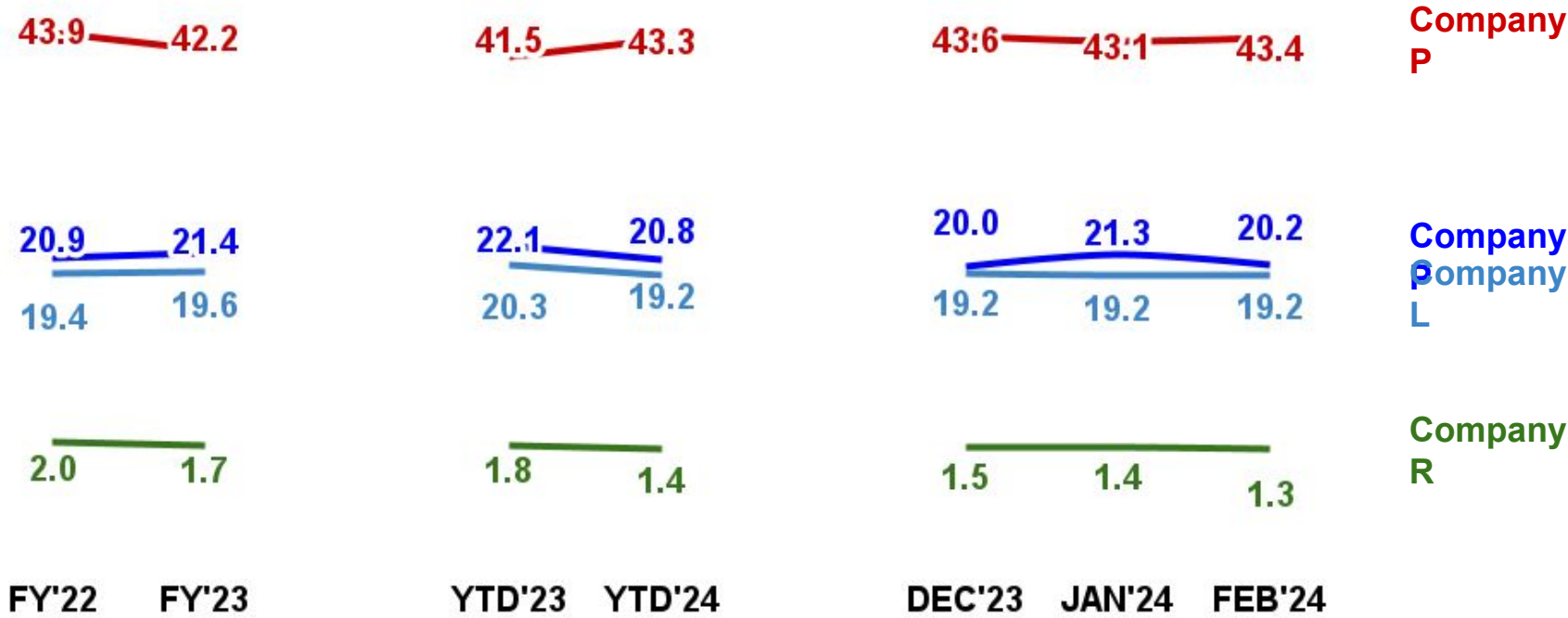


# Producto L Value - LatAm



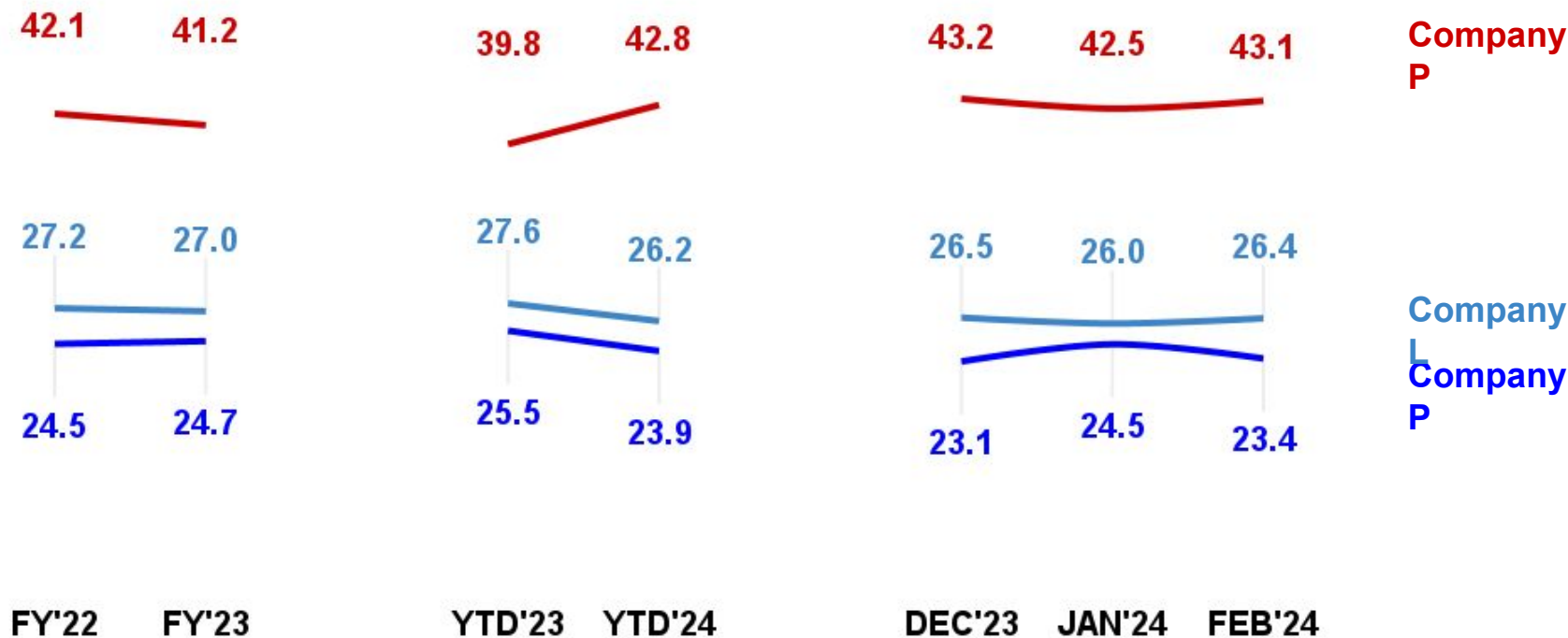
All others  
 Company  
 R  
 Company  
 P  
 4E  
 Durandin  
 Labach  
 Henkel

# Producto F Value - LatAm

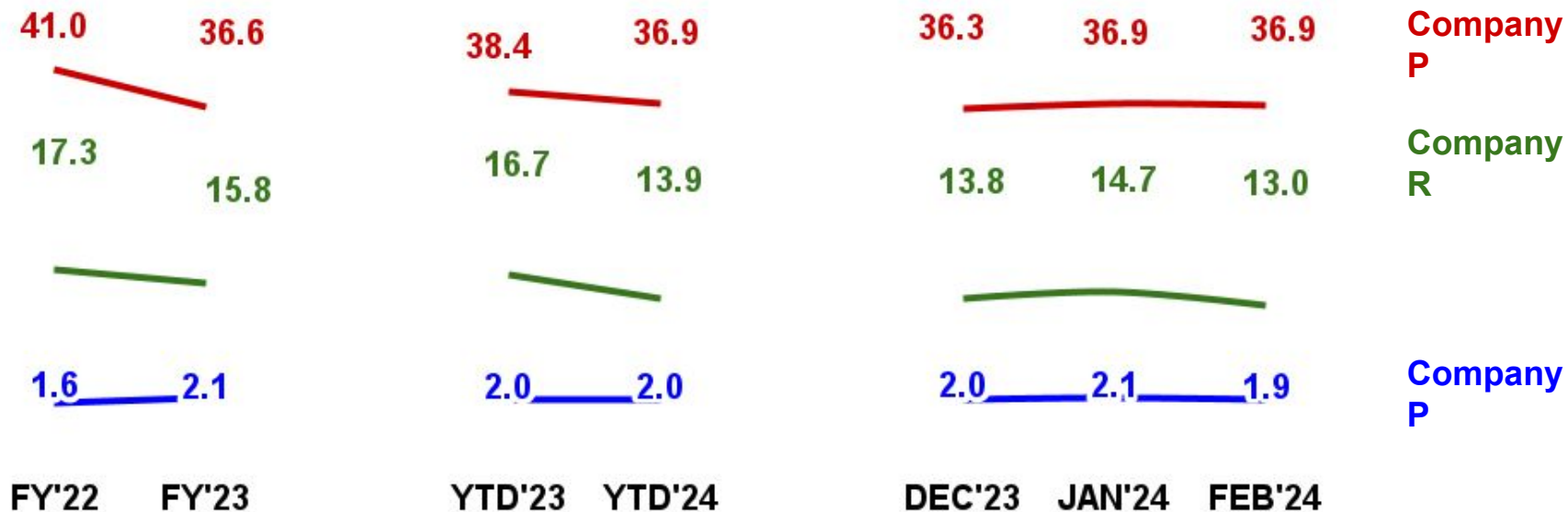




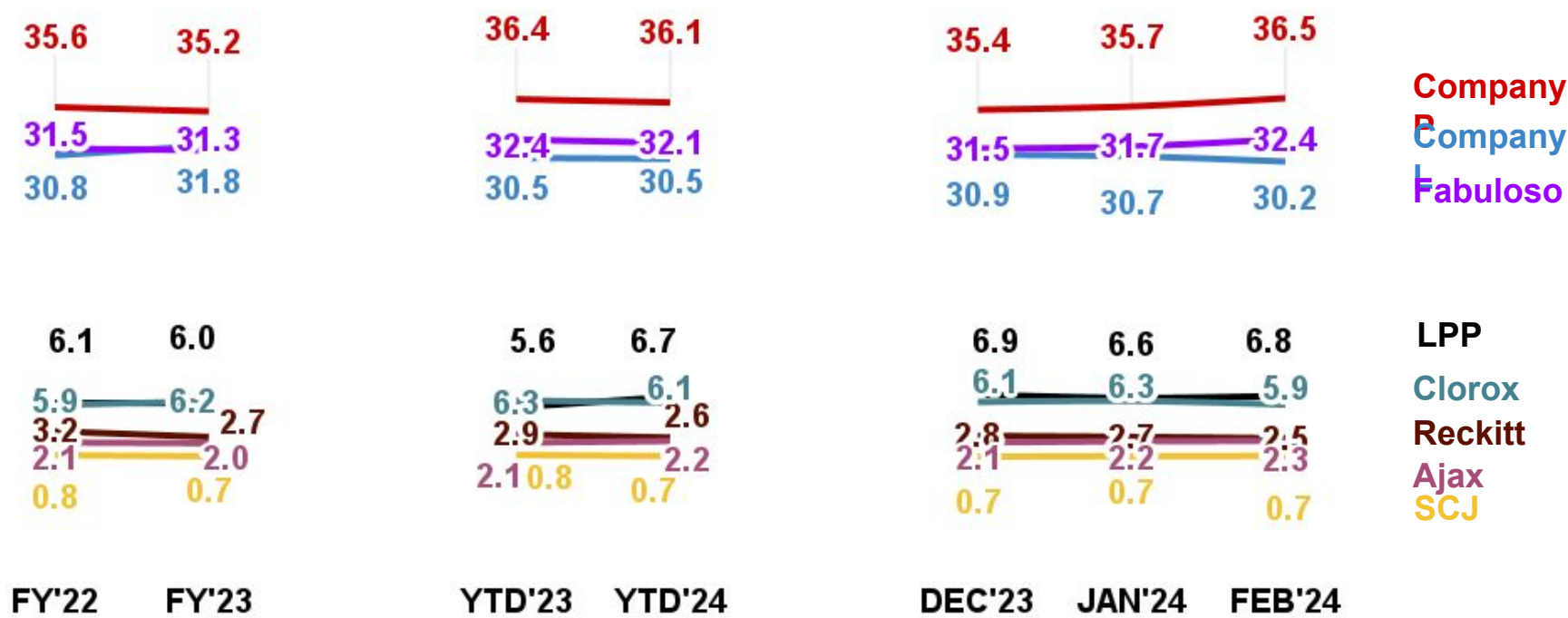
# Producto F Value - Mexico



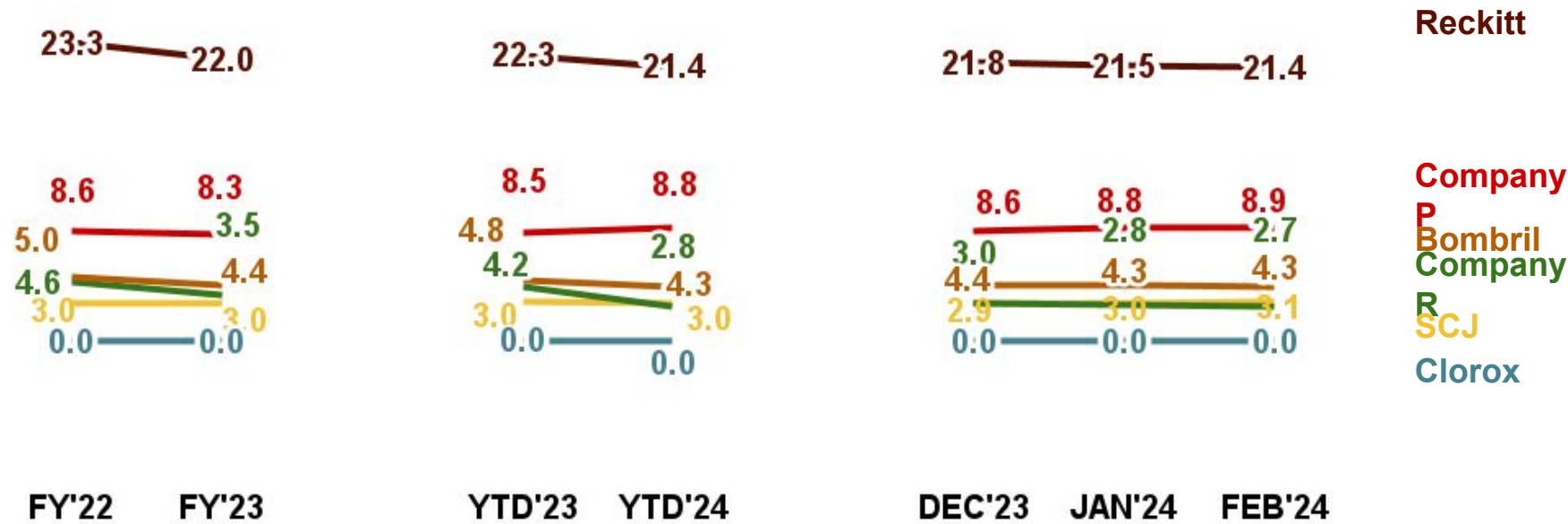
# Producto F Value - Colombia



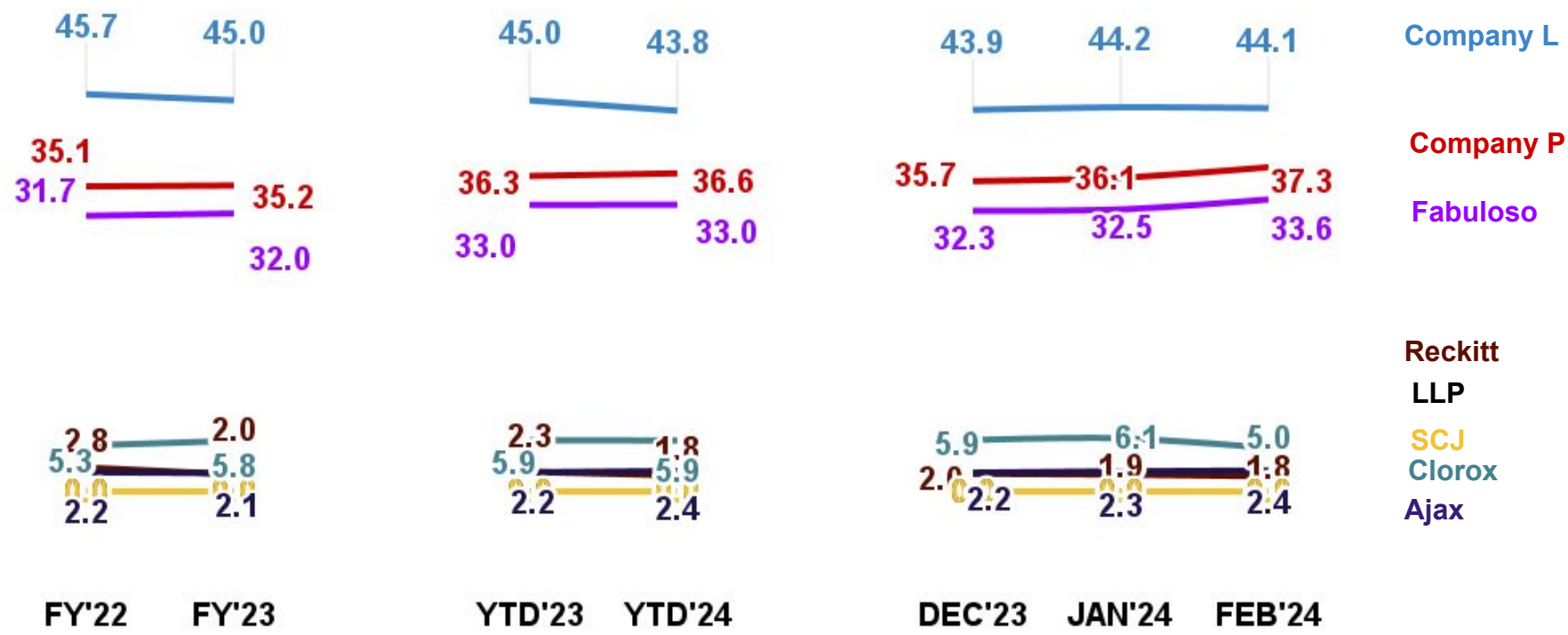
# Producto C Value - LatAm



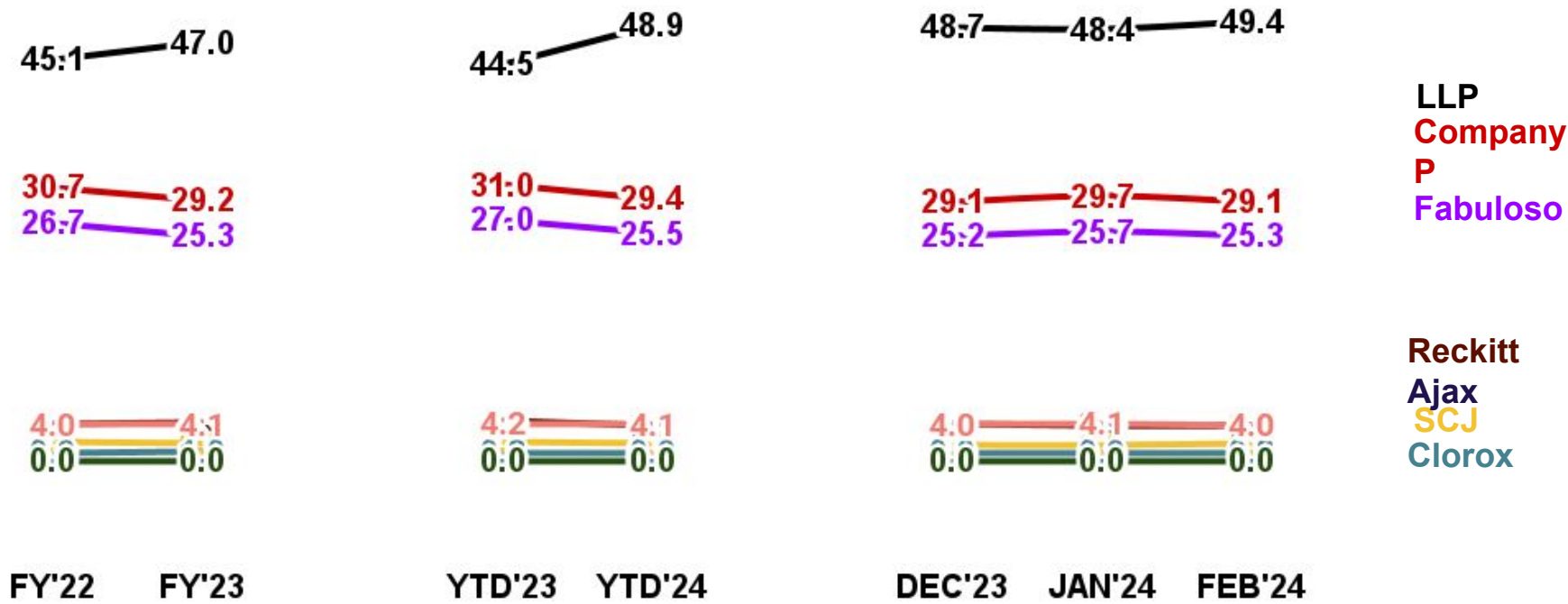
# Producto C Value - Brazil



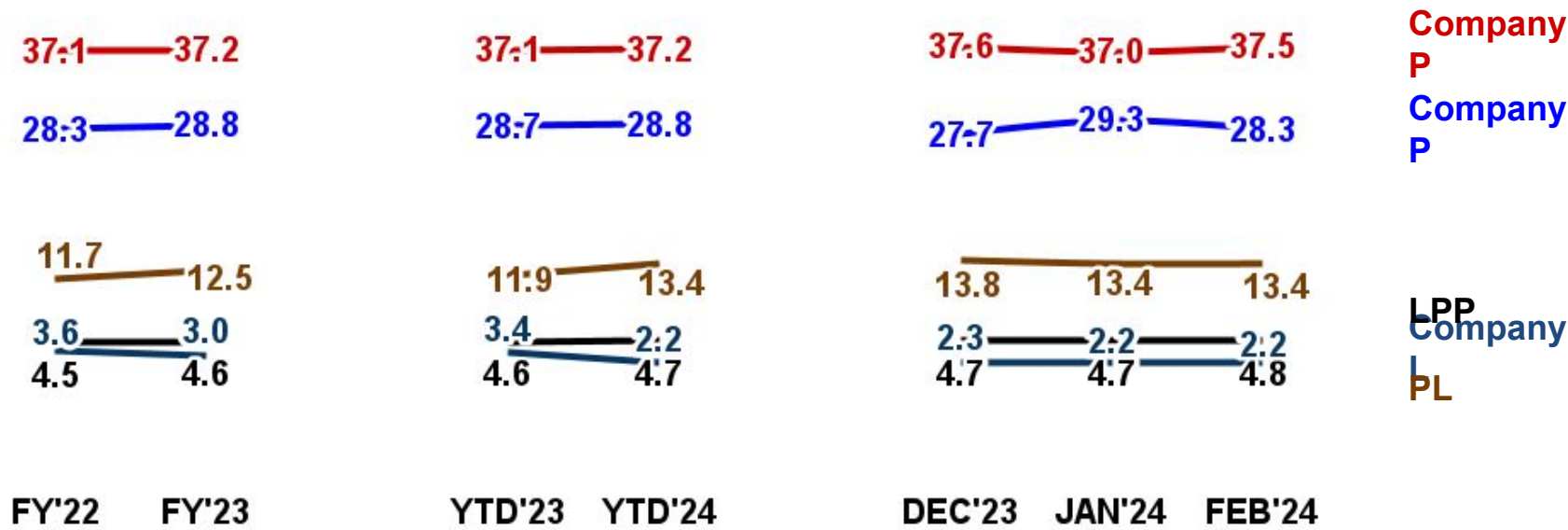
# Producto C Value - Mexico



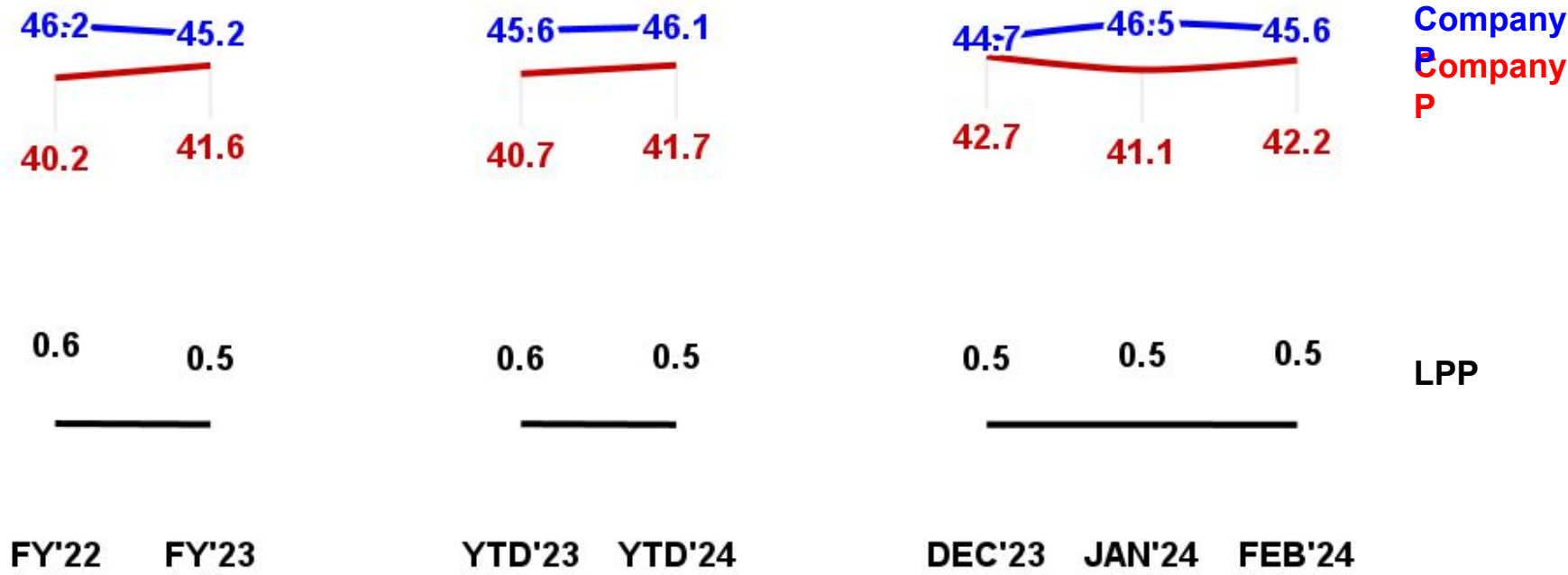
# Producto C Value - Colombia



# Producto D Value - LatAm



# Producto D Value - Mexico





# Producto D Value - Colombia

