

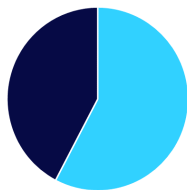
NIQ

WHAT'S HAPPENING IN PERSONAL CARE?



Did you know that **SOCIAL RESPONSIBILITY claims** are growing 12.8% in Personal Care?

42% OF HAIRCARE SALES OCCUR ONLINE



ONLINE SHARE
+2.0 PTS YoY

PERSONAL CARE
\$ SALES

\$56B

+2.2% YoY



CLOVE IS FASTEST GROWING SEARCH TERM IN HAIRCARE

+864%
YoY

FASTEST GROWING PERSONAL CARE

Feminine soap	+577%
Bandages/gauze	+253%
Bladder support	+178%
Travel sets	+76.6%
Poison control	+62.9%

TOP 5 CLAIMS

1. RECYCLABLE
2. FREE FROM GLUTEN
3. MADE IN THE USA
4. DIGESTIVE HEALTH
5. ENVIRONMENTAL SUSTAINABILITY

Source: NIQ Total US xAOC L52W ending 1/28/23