



27<sup>th</sup> January 2020

Dear 

Please find below the brand sales analysis on the top selling Female Face Care brands (defined by Unilever) in Female Face Care (Female Facial Cleansing and Female Facial Care excluding Medicated) in the Total Great Britain Coverage incl. discounters (excluding Northern Ireland), where you subscribe to our Retail Measurement Services.

	Value Sales	
	MAT - 1 (end 29-DEC-18)	MAT (end 28-DEC-19)
SIMPLE	80,498,427.12	80,263,107.12
L'OREAL PARIS	72,067,878.43	69,930,552.53
NIVEA	61,245,622.28	61,776,659.33
OLAY	59,637,441.11	55,219,657.65
GARNIER	51,351,979.31	54,955,925.36

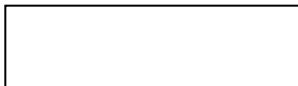
	Unit Sales	
	MAT - 1 (end 29-DEC-18)	MAT (end 28-DEC-19)
SIMPLE	35,007,863.57	35,432,814.94
NIVEA	27,631,150.85	27,318,723.68
GARNIER	17,894,575.78	18,723,868.70
L'OREAL P	10,487,334.41	9,932,577.00
OLAY	9,835,831.90	8,585,429.41

Following is a summary based on the above information:

- The information in this report is taken from the local Nielsen Skin Face Care database for Total Great Britain Coverage incl. Discounters.
- Among Unilever defined Face Care brands, Simple is ranked as the top-selling brand based on unit and value sales in the latest data period available (52 weeks to 28<sup>th</sup> December 2019).
- Other brands are available in the UK in addition to those listed above but they are not included in the analysis. The selection of Female Face Care brands is Unilever defined. It is possible that with a different definition of Female Face Care brands Unilever would not be the top selling brand.

Nielsen's Retail Measurement Services cover retail outlets including Supermarkets, Hypermarkets, Convenience stores and Drug Stores, where appropriate. This letter may be disclosed for advertising and product promotion purposes subject to the terms of our Master Licence Agreement and of the covering letter bearing today's date.

Yours sincerely,



Agreed and accepted by Unilever

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