

## LOTIONS MARKET SURVEY

Kinshasa is very big lotions market. Body & Face lotion sells here like any thing. 3 Years back Government banned the products with Hydroquinone. Still there are some lotions with hydroquinone are available in market. Some local cosmetics companies took the permission from the government to sell the lotions with hydroquinone for some time. Some 21 brands are available in market with hydroquinone.

There are some brands selling well without hydroquinone manufactured locally. The below is the information about the lotions without hydroquinone.

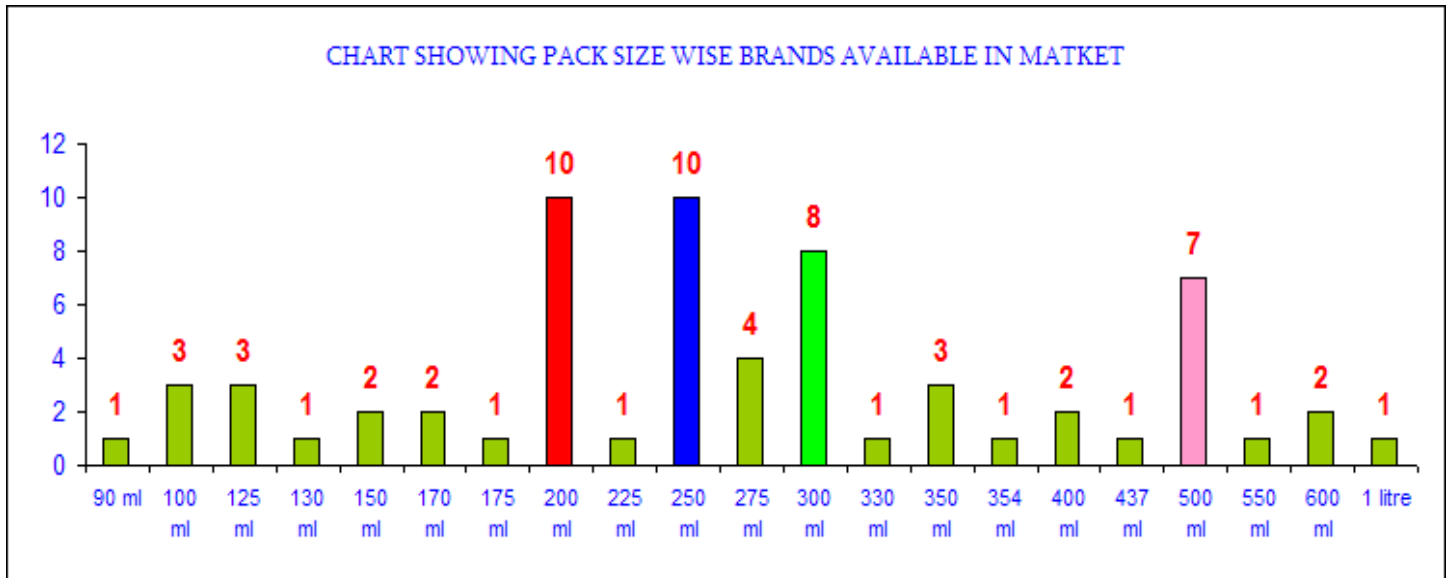
### LOTIONS WITHOUT HYDROQUINONE.

1. There are 44 brands available in market.
2. Twenty seven (27) brands are manufactured in Kinshasa.
3. Six (6) brands are imported from South Africa.
4. four (4) brands are imported from USA.
5. Three (3) brands are imported from Ivory Coast.
6. Each one (1) from Canada, Spain, London, Spain.
7. The pack sizes ranges from 90 ml to 1 liter.

#### **NO OF BRANDS PER PACK SIZE**

PACK SIZE	90 ml	100 ml	125 ml	130 ml	150 ml	170 ml	175 ml	200 ml	225 ml	250 ml	275 ml	300 ml	330 ml	350 ml	354 ml	400 ml	437 ml	500 ml	550 ml	600 ml	1 litre
NO OF BRANDS	1	3	3	1	2	2	1	10	1	10	4	8	1	3	1	2	1	7	1	2	1

**CHART SHOWING PACK SIZE WISE BRANDS AVAILABLE IN MARKET**



From the above chart, it is clear that 200ml, 250ml, 300ml and 550 ml are having more brands and selling more as per the market report.

### 200 ml MARKET SURVEY REPORT

There are 10 brands available in market.

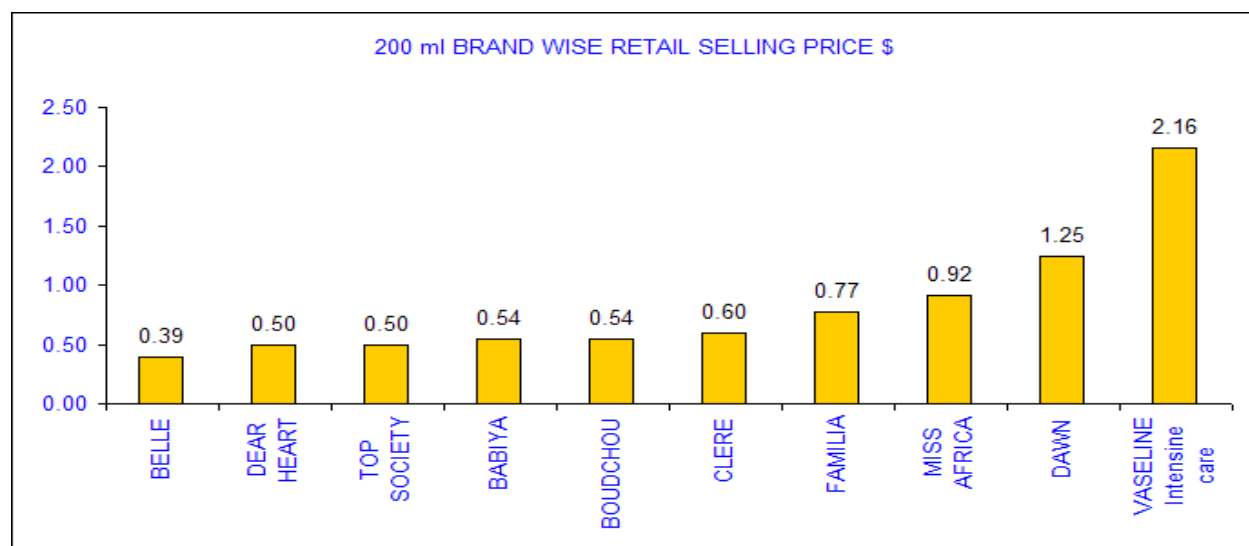
Out of 10 brands, 6 brands are manufactured in Kinshasa.

3 are from South Africa and 1 is from Ivory Coast.

The price ranges from \$ 0.39 to \$ 2.16.

All locally manufactured price ranges between \$ 0.50 to \$0.60

LOTION WITHOUT HYDROQUINONE			
	BRAND NAME	\$	MANUFACTURED
1	BELLE	0.39	KINSHASA
2	DEAR HEART	0.50	KINSHASA
3	TOP SOCIETY	0.50	KINSHASA
4	BABIYA	0.54	KINSHASA
5	BOUDCHOU	0.54	KINSHASA
6	CLERE	0.60	SOUTH AFRICA
7	FAMILIA	0.77	IVORY COAST
8	MISS AFRICA	0.92	KINSHASA
9	DAWN	1.25	SOUTH AFRICA
10	VASELINE Intensive care	2.16	SOUTH AFRICA



### 250 ml MARKET SURVEY REPORT

There are 10 brands available in market.

Out of 10 brands, 5 brands are manufactured in Kinshasa.

1 from South Africa

1 from Ivory Coast

2 from USA

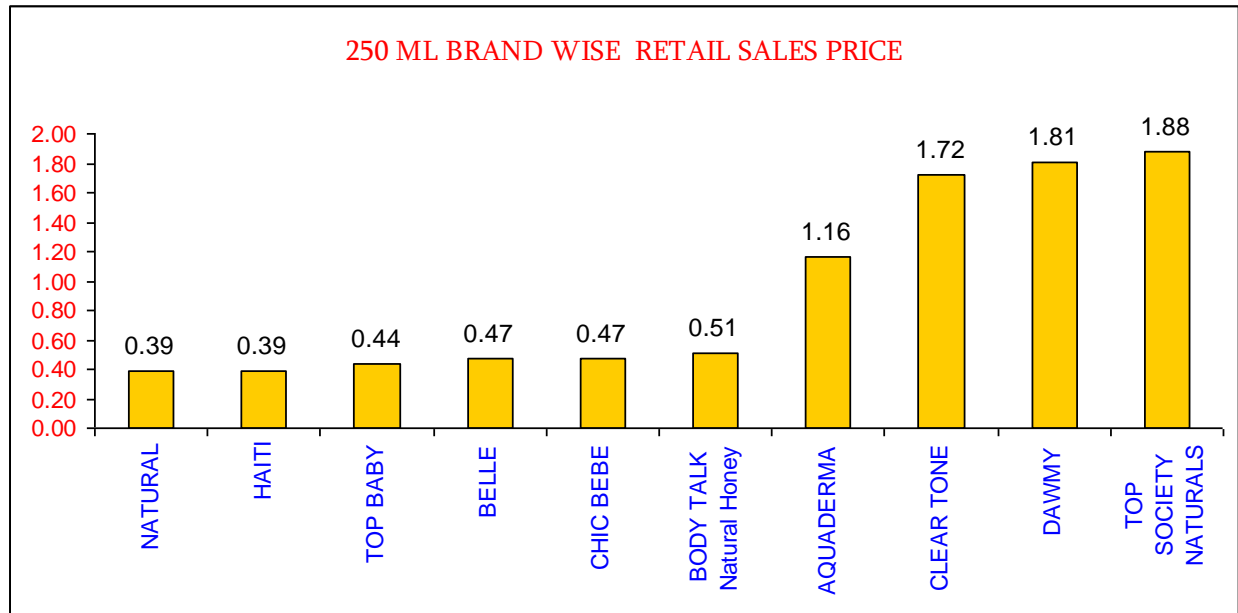
1 from London

The price ranges from \$ 0.39 to \$1.88.

All locally manufactured price ranges between \$ 0.39 to \$0.51

LOTION WITHOUT HYDROQUINONE			
No	BRAND	250 ml	MANUFACTURED
1	NATURAL	0.39	KINSHASA
2	HAITI	0.39	KINSHASA
3	TOP BABY	0.44	KINSHASA

4	BELLE	0.47	KINSHASA
5	CHIC BEBE	0.47	KINSHASA
6	BODY TALK Natural Honey	0.51	LONDON
7	AQUADERMA	1.16	USA
8	CLEAR TONE	1.72	IVORY COAST
9	DAWMY	1.81	USA
10	TOP SOCIETY NATURALS	1.88	SOUTH AFRICA



### **300 ml MARKET SURVEY REPORT**

There are 8 brands available in market.

Out of 8 brands, 6 brands are manufactured in Kinshasa.

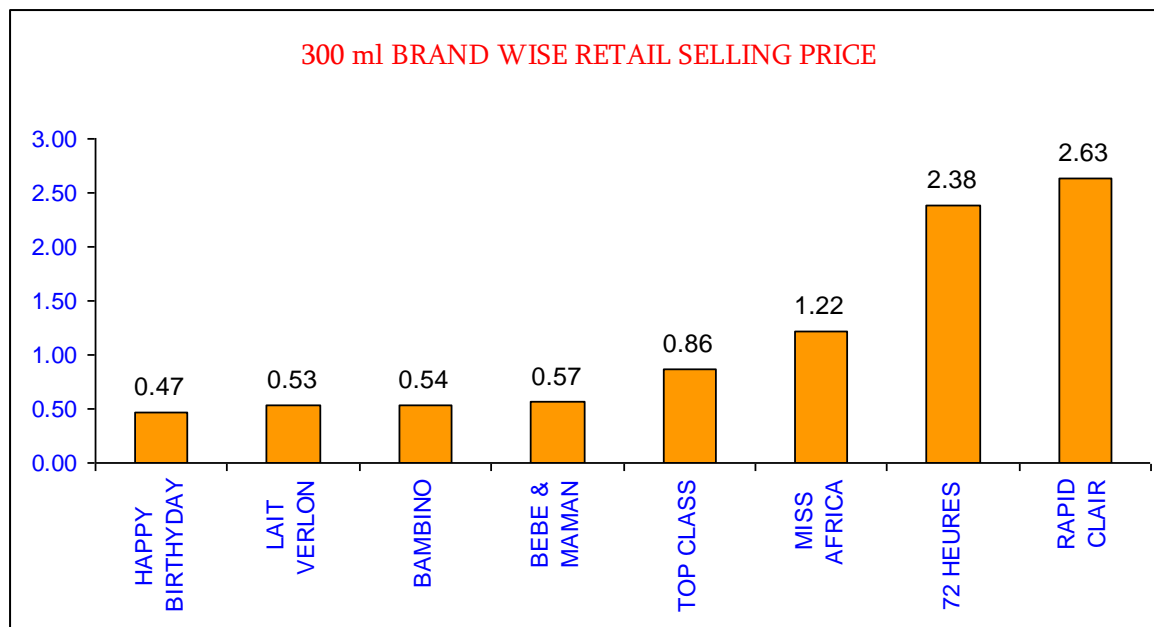
1 from South Africa

1 from Ivory Coast

The price ranges from \$ 0.47 to \$2.63.

All locally manufactured price ranges between \$ 0.47 to \$1.22

LOTION WITHOUT HYDROQUINONE 300 ML			
N°	BRAND NAME	300 ml	MANUFACTURING COUNTRY
1	HAPPY BIRTHDAY	0.47	KINSHASA
2	LAIT VERLON	0.53	KINSHASA
3	BAMBINO	0.54	KINSHASA
4	BEBE & MAMAN	0.57	KINSHASA
5	TOP CLASS	0.86	KINSHASA
6	MISS AFRICA	1.22	KINSHASA
7	72 HEURES	2.38	IVORY COAST
8	RAPID CLAIR	2.63	SOUTH AFRICA



### **500 ml MARKET SURVEY REPORT**

There are 7 brands available in market.

Out of 7 brands, 4 brands are manufactured in Kinshasa.

1 from South Africa

1 from Ivory Coast

1 from Canada

The price ranges from \$ 0.95 to \$2.63.

All locally manufactured price ranges between \$ 0.47 to \$4.13

LOTION WITHOUT HYDROQUINONE 500 ML			
N°	BRAND NAME	500 ml	MANUFACTURING COUNTRY
1	BELLE	0.95	KINSHASA
2	GIRL FRIEND	1.20	SOUTH AFRICA
3	BABIYA	1.28	KINSHASA
4	BOUDCHOU	1.28	KINSHASA
5	FAMILIA	1.60	IVORY COAST
6	MISS AFRICA	1.99	KINSHASA
7	NAOMI	4.13	CANADA



16	EXTRA CLAIR					0.61						0.87		KINSHAS A
17	MIKI		0.51											KINSHAS A
18	PERLE CLAIRE			0.56			0.82					1.16		KINSHAS A
19	MAXI CLAIRE				0.47									KINSHAS A
20	MIKI CLAIR PLUS				0.41							0.87		KINSHAS A
21	SKIN LIGHT							9.63						IVORY COAST

1 2 6 8 2 2 5 2 1 1 1 5 4 3

There are 21 brands selling with different SKUs.

Only one brand of 250 ml with hydroquinone is imported from Ivory Coast. All other are manufactured in Kinshasa.

There is some difference in pack sizes selling with hydroquinone and without hydroquinone.

125 ml, 150 ml, 200ml, 300 ml and 350ml are selling more with hydroquinone.

Where 200ml, 250ml, 300ml & 350ml are are selling more without hydroquinone.

### SUGGESTED RETAIL SELLING PRICE AND SKUs FOR OUR LOTIONS

1	100ML	\$ Below 0.35
2	200 ML	\$ Below 0. 50
3	300 ML	\$ Below 0. 95

### MARKET SIZE

Around 80000 to 90000 cartons of Lotions will be sold in Congo. From this 60% will be sold in Kinshasa.

Each carton price on an average is \$ 20. Then the total market size is \$ 1,600,000. Kinshasa market share will be \$ 1,080,000.

At present in Kinshasa lotions with hydroquinone are selling more than without hydroquinone. Imported brands are more in without hydroquinone range.

The top 3 selling brands sale in Congo will be around 40000 to 45000. All below are with hydroquinone.

1. TOP CLEAR.
2. EXTRA CLEAR.
3. ELEGENCE CLEAR.

Without hydroquinone

1. BELLE
2. GIRL FRIEND
3. FAMILIA

Regards

Gafoor