

# L'ORÉAL

## UK AND IRELAND

1<sup>st</sup> March 2024

The Nielsen letter dated 8<sup>th</sup> April 2024 shows a ranking table for serums within the Female Facial skincare market for United Kingdom (GB+NI), based on data for the 52-week period ending 23<sup>rd</sup> March 2024. As per Tables 2 and 3 reproduced below, Garnier Vitamin C Anti-dark spot serum is ranked fourth in value sales and third in unit sales within the serum category (excluding private label).

The three serums that rank above Garnier Vitamin C Anti-dark spot serum in either value or unit sales – CeraVe Resurfacing Retinol serum, The Ordinary Hyaluronic Acid 2% + B5 serum, and The Ordinary Niacinamide 10% + Zinc 1% serum – do not contain Vitamin C.

Therefore, we can filter the total market to only look at serums containing Vitamin C and can say Garnier Vitamin C Anti-Dark spot serum is the number 1 Vitamin C serum in the UK in value and unit sales.

**TABLE 1: SERUMS CONTAINING VITAMIN C – VALUE RANKING**

BRAND & PRODUCT	VALUE RANKING
GARNIER VITAMIN C ANTI-DARK SPOT SERUM	1
L'OREAL REVITALIFT CLINICAL PURE 12% VITAMIN C SERUM	2
L'OREAL REVITALIFT FILLER HYALURONIC ACID ANTI-WRINKLE SER	3

**TABLE 2: SERUMS CONTAINING VITAMIN C – UNIT RANKING**

BRAND & PRODUCT	UNIT RANKING
GARNIER VITAMIN C ANTI-DARK SPOT SERUM	1
SIMPLE VITAMIN C&E&F BOOSTER SERUM	2
SIMPLE HYALURONIC ACID & B5 BOOSTER SERUM	3

**TABLE 3: TOTAL SERUMS**

VARIANT	VALUE RANKING
THE ORDINARY. HYALURONIC ACID 2% + B5	1
THE ORDINARY. NIACINAMIDE 10% & ZINC 1%	2
CERA VE RESURFACING RETINOL SERUM	3
GARNIER VITAMIN C ANTI-DARK SPOT SERUM	4
CERA VE HYDRATING HYALURONIC ACID SERUM	5

**TABLE 4: TOTAL SERUMS**

VARIANT	UNITS RANKING
THE ORDINARY. NIACINAMIDE 10% & ZINC 1%	1
THE ORDINARY. HYALURONIC ACID 2% + B5	2
GARNIER VITAMIN C ANTI-DARK SPOT SERUM	3
SIMPLE VITAMIN C&E&F BOOSTER SERUM	4
SIMPLE HYALURONIC ACID & B5 BOOSTER SERUM	5

Source:

©2024 NielsenIQ data, value sales, Female Facial Skincare, Serum segment (client defined, excluding private label), variant, 52 w/e 23/03/24, United Kingdom (GB+NI) Total Coverage”



8th April 2024

This confirms that the information reported to L'Oréal (UK) Ltd on the Female Facial Skincare market in the United Kingdom for the 52 week period ending 23/03/24 shows that the Garnier variant is ranked fourth in value sales within the serum category (excluding private label). Our report shows Total Coverage for United Kingdom (GB+NI) for Health, Beauty and Personal Care market.

VALUE RANKING:

VARIANT	VALUE RANKING	UNIT RANKING
THE ORDINARY. NIACINAMIDE 10% & ZINC 1%	1	1
THE ORDINARY. HYALURONIC ACID 2% + B5	2	2
CERA VE RESURFACING RETINOL SERUM	3	7
GARNIER VITAMIN C ANTI-DARK SPOT SERUM	4	3
CERA VE HYDRATING HYALURONIC ACID SERUM	5	12
L'OREAL REVITALIFT CLINICAL PURE 12% VITAMIN C SERUM	6	9
L'OREAL REVITALIFT FILLER HYALURONIC ACID ANTI-WRINKLE SERUM	7	11
LA ROCHE-POSAY HYALU B5 SERUM ANTI-WRINKLE CONCENTRATE	8	27
VICHY MINERAL 89 FORTIFYING & PLUMPING DAILY BOOSTER	9	10
LA ROCHE-POSAY PURE VITMN C10 ANTI-WRNKL ANT-OXDNT RNVTNG S	10	35



UNIT RANKING:

VARIANT	UNIT RANKING	VALUE RANKING
THE ORDINARY. NIACINAMIDE 10% & ZINC 1%	1	2
THE ORDINARY. HYALURONIC ACID 2% + B5	2	1
GARNIER VITAMIN C ANTI-DARK SPOT SERUM	3	4
GARNIER VITAMIN C 2 IN 1 BRIGHTENING SERUM CREAM	4	11
SIMPLE VITAMIN C&E&F BOOSTER SERUM	5	13
SIMPLE HYALURONIC ACID & B5 BOOSTER SERUM	6	15
CERA VE RESURFACING RETINOL SERUM	7	3
L'OREAL REVITALIFT HYDRTING SMTHNG SRM ANT WRNKL + EXTR FRM	8	16
L'OREAL REVITALIFT CLINICAL PURE 12% VITAMIN C SERUM	9	6
VICHY MINERAL 89 FORTIFYING & PLUMPING DAILY BOOSTER	10	9

Source:

©2024 NielsenIQ value sales, Female Facial Skincare, Serum category (client defined, excluding private label), variant, 52 w/e 23/03/24, United Kingdom (GB+NI) Total Coverage