

Procter & Gamble Brand Listing

Potential "Keepers"			
Rank	Brand	2013 Sales	5yr CAGR
1	Pampers	\$11,254	7%
2	Gillette	\$9,292	5%
3	Tide/Ariel	\$8,932	6%
4	Pantene	\$3,786	5%
5	Olay	\$3,406	3%
6	Oral-B	\$3,336	7%
7	Head & Shoulders	\$2,639	7%
8	Always	\$2,353	5%
9	Charmin	\$2,254	2%
10	Bounty	\$2,102	3%
11	Crest	\$2,034	5%
12	Swiffer	\$1,961	2%
13	Clairol	\$1,526	(1%)
14	Vicks	\$1,260	3%
15	Febreze	\$1,210	4%
16	Old Spice	\$1,187	5%
17	Gain	\$1,172	1%
18	Downy	\$1,116	3%
19	Cover Girl	\$1,095	3%
20	Ace	\$1,007	4%
21	Wella Professional	\$1,000	7%
22	Whisper	\$1,000	9%
23	SK-II	\$935	7%
24	Fairy	\$918	6%
25	Rejoice	\$862	7%
26	Max Factor	\$823	2%
27	Lenor	\$810	8%
28	Tampax	\$794	1%
29	Wella	\$739	(1%)
30	Safeguard	\$673	4%
31	Dash/Daz	\$666	1%
32	Hugo Boss	\$593	2%
33	Mr Clean/Mr Proper	\$590	1%
34	Dawn	\$563	5%
35	Cascade	\$555	1%
36	Secret	\$514	4%
37	Lux	\$504	4%
38	Dolce & Gabbana	\$477	4%
39	Dodot	\$474	(3%)
40	Bold	\$458	(2%)
41	Puffs	\$406	(2%)
42	Ambi Pur	\$386	-
43	Gucci	\$316	10%
44	Priolsec	\$313	(6%)
45	Naturella	\$311	15%
46	Lines	\$286	1%
47	Bounce	\$284	(1%)
48	Vidal Sassoon	\$282	1%
49	Blend-a-Med	\$279	2%
50	Ambi Pur/Febreze	\$238	-
51	Dreft	\$222	1%
52	Joy	\$210	(5%)
53	Bonux	\$195	6%
54	Evax	\$195	(2%)
55	Aussie	\$190	6%
56	Gala	\$187	19%
57	Always Alldays	\$186	3%
58	Metamucil	\$182	3%
59	Fixodent	\$174	1%
60	Zest	\$170	4%
61	Flash	\$167	(0%)
62	Pepto-Bismol	\$134	1%
63	Era	\$133	3%
64	Mif	\$132	12%
65	Scope	\$127	(0%)
66	Camay	\$126	8%
67	Lacoste	\$122	(0%)
68	Cheer	\$120	(13%)
69	Ivory	\$112	(4%)
70	ZzzQuil	\$112	-
71	Salvo	\$109	7%
72	Ellen Betrix	\$103	20%
73	Sebastian	\$99	(1%)
74	Kukident	\$96	3%
75	Illume	\$94	(2%)
76	Vizir	\$91	(3%)
77	Align	\$85	78%
78	Comet	\$85	13%
79	Infasil	\$84	(2%)
80	Alo	\$80	11%

Potential Divestitures							
Rank	Brand	2013 Sales	5yr CAGR	Rank	Brand	2013 Sales	5yr CAGR
81	Ausonia	\$78	(4%)	141	Essex	\$11	13%
82	Discreet	\$74	9%	142	Trojan	\$10	(4%)
83	Blend-a-Dent	\$73	0%	143	Planet	\$10	49%
84	AZ	\$71	(3%)	144	Nicky Clarke	\$10	(7%)
85	Rindex	\$70	16%	145	Ava	\$9	(7%)
86	Intervallo	\$68	0%	146	Baldessarini	\$9	2%
87	Mum	\$67	9%	147	Ayudin	\$9	4%
88	Puma	\$62	3%	148	Ariel	\$8	-
89	Londa Professional	\$61	(3%)	149	Ladysan	\$8	7%
90	Mexx	\$58	4%	150	Calcium	\$8	-
91	Clairol Professional	\$57	4%	151	Vitamina C Monovitan	\$8	-
92	Fluocaril	\$53	(1%)	152	Supremo	\$6	(1%)
93	Viakal	\$52	(1%)	153	Biomat	\$6	(1%)
94	Silvikrin	\$52	6%	154	Cacit	\$6	(1%)
95	Escada	\$49	(0%)	155	Parogencyl	\$6	(1%)
96	Ipana	\$49	2%	156	Christina Aguilera	\$5	-
97	Graham Webb	\$46	(1%)	157	Cierto	\$5	16%
98	Escudo	\$44	5%	158	Vitamin E	\$5	-
99	Laura Biagiotti	\$42	(4%)	159	Duralon	\$5	4%
100	Lavan San	\$42	28%	160	Tom Tailor	\$4	4%
101	Rochas	\$42	(6%)	161	Lunch	\$4	4%
102	Magistral	\$41	22%	162	Caricia	\$4	6%
103	Hylak	\$39	-	163	Valentino	\$4	(6%)
104	Always Envide	\$38	21%	164	Neurorubine	\$4	-
105	Gama	\$38	(3%)	165	Eurovit	\$4	-
106	Flying Eagle	\$36	2%	166	Experience	\$4	(2%)
107	Antikal	\$35	(1%)	167	Alexander McQueen	\$4	-
108	Braun Oral-B	\$34	(9%)	168	Anna Sui	\$4	(17%)
109	Yes	\$34	3%	169	I Coloniali	\$4	2%
110	Fab	\$33	1%	170	Ammens	\$4	11%
111	Lindor	\$33	2%	171	Pregnavit	\$4	-
112	Only you	\$32	14%	172	Astra	\$4	(7%)
113	Blendax	\$30	8%	173	Alldays	\$4	-
114	Kandoo	\$29	10%	174	Magnokal	\$4	-
115	Tix	\$28	10%	175	ZIRH	\$3	-
116	Dynamo	\$28	2%	176	Vitaminum B6	\$3	-
117	Balance	\$27	3%	177	Cindy Crawford	\$3	(5%)
118	Frederic Fekkai	\$25	13%	178	Orocal	\$3	-
119	Bruno Banani	\$22	4%	179	Cheff	\$3	4%
120	Jar	\$22	6%	180	Bilobil	\$3	-
121	Minora	\$22	12%	181	Pro Plus	\$2	23%
122	Gabriela Sabatini	\$21	(3%)	182	Vitamin C	\$2	-
123	Shamtu	\$20	7%	183	Trinity	\$2	15%
124	Perma Sharp	\$20	8%	184	Natrel	\$2	(11%)
125	Dryel	\$19	(2%)	185	Image	\$2	(9%)
126	Sarasa	\$19	-	186	Lactiv	\$2	-
127	Tess	\$19	13%	187	Evestrel	\$2	-
128	Seiva de Alfazema	\$19	12%	188	Glide	\$2	10%
129	Hi Wash	\$18	4%	189	Ombra	\$2	(10%)
130	Naomi Campbell	\$16	0%	190	Harmony Line	\$2	-
131	Wash & Go	\$16	3%	191	Esvit C	\$2	-
132	Dax	\$16	(7%)	192	Mont Blanc	\$2	(12%)
133	Lindor	\$16	2%	193	Vibovit Bobas	\$2	-
134	Dunhill	\$14	1%	194	Vitaminum B Compositum	\$2	-
135	Neo blanc	\$13	6%	195	Probak II	\$2	6%
136	Permatik	\$13	4%	196	Vibovit Junior	\$2	-
137	Na Pancha	\$13	7%	197	Priscilla Presley	\$1	(9%)
138	Moncler	\$12	20%	198	Evitol	\$1	-
139	Magia Blanca	\$12	8%	199	James Bond	\$1	-
140	Zooth	\$11	(5%)	200	Liolactil	\$1	-

Top 80 Brands	\$84,097	4.5%
Other Brands	\$2,401	3.7%

Note: Sales are retail sales reduced to reflect retail mark-up. CAGR is in local currencies  
Source: Euromonitor, Bernstein estimates and analysis