

IV - MARKET STUDY

SURVEY OF U.S. IMPORTERS

The U.S. importers of beauty products interviewed were selected from a variety of sources, including the report provided by the *Journal of Commerce Piers Port Import/Export Reporting Service*. This report contained three months of 1987 shipping data and ranked importers from major developed countries by volume of imports. This list was supplemented by information provided by External Affairs' posts in the United States, and by lists from trade associations and numerous industry publications.

The study as a whole will examine approximately 80 product sectors. The number of interviews will be dependent on the level of concentration in the industry and the diversity of products within each sector. In total, over 4,000 interviews will be carried out with U.S. companies. The number of companies contacted per sector varies from 40 to over 100. In most cases, a minimum of 30 interviews with potential buyers will be completed. For the beauty products sector, 44 questionnaires were completed.

Interview Results

For the 44 respondents interviewed, Table 1, below, illustrates the number of respondents importing each product under consideration and the number of respondents that consider that product a major import.

Table 1

	Number of Respondents	
	Importing Each Product	Reporting Product as Major Import
Perfume	25	16
Toilet water	22	15
Lip cosmetics	13	5
Eye cosmetics	12	6
Face creams and lotions	19	7
Bath oils	13	4
Bath salts	6	2
Manicure and pedicure preparations	6	2