



Passport

PAXAN CO IN BEAUTY AND PERSONAL CARE (IRAN)

Euromonitor International

May 2015

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PAXAN CO

STRATEGIC DIRECTION

- Paxan Co aims to expand its portfolio by introducing new products to the market. At the same time, the company aims to achieve a balance between price and quality for its different brands, as well as maintain its strong position in household detergents and toiletries.

KEY FACTS

Summary 1 Paxan Co: Key Facts

Full name of company:	Paxan Co
www:	www.paxanco.com
Activities:	Manufacturer and exporter of laundry care and dishwashing detergents, household cleaners, bath and shower products, hair care products and oral care products

Source: Euromonitor International from company reports, company research

Summary 2 Paxan Co: Operational Indicators

Year end March	2012	2013	2014
Net sales	IRR2,613 billion	IRR2,710 billion	IRR2,900 billion
Net profit	IRR69 billion	IRR71 billion	IRR73 billion
Number of employees	680	660	650

Source: Euromonitor International from company reports, company research

COMPETITIVE POSITIONING

- Paxan Co accounted for a 5% value share of the Iranian beauty and personal care market in 2014, giving it a ranking of fourth. Paxan Co offers products in nearly all of the most important beauty and personal care categories. This wide product portfolio enabled the company to achieve the leading position in bath and shower and second place in oral care in 2014, with value shares of 14% and 18%, respectively. The company also ranked eighth in hair care with a 5% value share.
- Overall, the company's value share has been declining in recent years, mainly as a result of the strong level of competition in the Iranian market. Each year many new multinational brands grow in popularity due to improved distribution and heavy advertising, with many of Paxan's existing consumers eager to switch to more sophisticated products of a higher quality.

Summary 3 Paxan Co: Competitive Position 2014

Product type	Value share	Rank
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Beauty and personal care	5.1%	4
Bath and shower	14.2%	1
Hair care	4.6%	8
Oral care	16.5%	2

Source: Euromonitor International from trade interviews