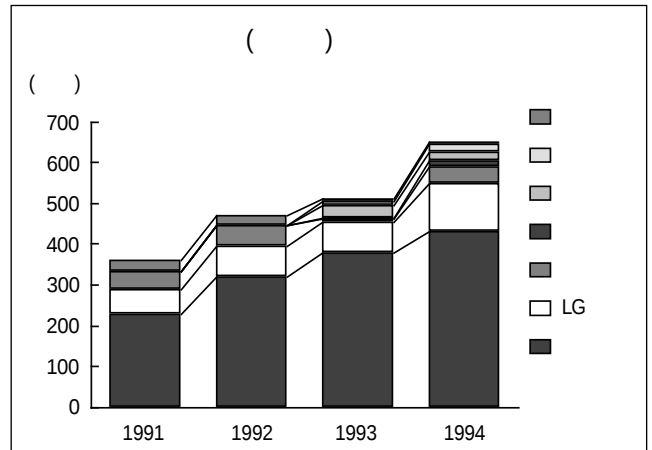
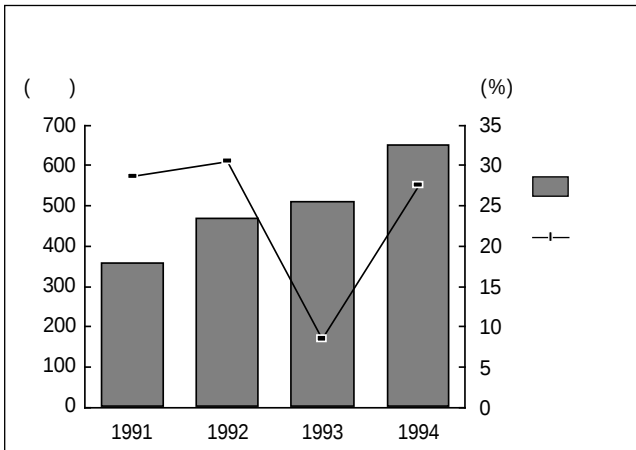


가

94 650 27.5% 가 95 800 23.1% 가 93 510 8.5% 가 92 470 30.6% 가



1

2000

20% 가 1500 30~50%

가 가

P&G가 Unilever 가

(: , %)														
	1990		1991			1992			1993			1994		
		M/S		M/S			M/S			M/S			M/S	
	180	64.3	230	63.9	27.8	320	68.1	39.1	378	74.1	18.1	432	66.5	14.4
L G	36	12.9	60	16.7	66.7	76	16.2	26.7	75	14.8	0.7	117	18.0	55.0
	30	10.7	42	11.7	40.0	30	10.6	19.0	7	1.3	86.7	40	2.2	507.8
									4	0.7		14	6.2	300.6
									31	6.1		23	3.5	26.9
									10	2.0		17	2.6	65.7
	34	12.1	28	7.8	17.6	24	5.1	14.3	5	1.0	78.8	7	1.0	27.5
	280	100.0	360	100.0	28.6	470	100.0	30.6	510	100.0	8.5	650	100.0	27.5

94 66.5% 93 74.1% LG 94 18.0% 가

Unilever 93 6.1% 94 3.5% Unilever 93 1.3% 94 6.2%