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(: %)			
Shiseido	Whitess Essence		54.3
kanebo			20.5
Kose	XX		11.7
Albion	Excia		8.8
	-	-	4.7

Shiseido가 Whitess Essence
 54% , Kanebo() 20%,
 Kose() 12%, Albion() 9%, ()
 5%

90

54%

3%

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50

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(1993)					(: , 1000 , %)				
2010		2,055,939	865,926	2.88	2050		208,912	569,312	0.22
		9,132,182	15,163,300	50.51			476,342	1,731,669	0.68
		7,265,436	10,853,734	36.16			4,025,023	7,932,239	3.13
		2,066,822	2,969,975	9.89			6,145,469	14,286,043	5.64
		67,101	165,357	0.55			121,161	383,441	0.15
2020		20,587,480	30,018,292	1.79			1,146,310	658,778	0.26
		737,709	332,130	18.47			275,590	1,338,729	0.53
				81.53			3,070,360	4,824,696	1.91
		364,112	1,465,678				273,660,217	253,126,601	15.10
		1,101,821	1,797,808	0.11	2060		254,895	1,402,854	55.69
2030		8,739,001	14,147,796	20.45			153,398	329,490	13.08
		1,249,786	5,286,873	7.64			289,980	786,768	21.23
		6,617,658	30,310,156	43.81	2070		698,273	2,519,112	0.15
		4,614,171	19,966,981	27.42			999,396	6,043,066	2.37
		40,876	141,477	0.20			2,059,090	13,256,950	5.20
2040		270,517	331,309	0.48			21,127,920	76,114,212	29.85
		21,532,009	69,184,592	4.13			20,897,071	119,100,668	46.70
		8,205,158	30,255,461	84.88			4,878,713	29,529,480	11.58
		1,722,926	5,246,513	14.72			139,679	620,441	0.24
							4,203,942	6,376,628	2.50
2050					2080		837,536	3,979,332	1.56
		30,018	144,257	0.40			55,143,347	255,020,777	15.21
		9,958,102	35,646,231	2.13			6,291	6,435	0.06
2050		7,603,013	10,267,994	4.06			10,432,217	8,792,447	83.07
		19,841,099	40,961,790	16.18			72,764	72,837	0.69
		2,860,364	2,463,642	0.97			3,331,326	1,319,434	12.47
		24,282,053	16,819,926	6.64			88,862	149,972	1.42
		54,400,597	36,158,340	14.28			274,556	243,565	2.30
		149,203,924	114,730,002	45.33			14,206,016	10,584,690	0.63

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UV

91 260 , 92 550 , 93 750

94 가 가 1000

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< 1994/6/13>