

**Relative Importance of Commodities & Services by Governorates, Urban, Rural  
and Kingdom (Value in JD)**

Services & Commodities	Amman		Balqa		Zarqa		Madaba		Irbid	
	%	Value	%	Value	%	Value	%	Value	%	Value
<b>Personal Care</b>	<b>3.2</b>	<b>78456918</b>	<b>3.18</b>	<b>9722313</b>	<b>3.45</b>	<b>19206387</b>	<b>2.85</b>	<b>3277700</b>	<b>4.27</b>	<b>33776602</b>
Gold and jewelry	0.49	12104750	0.73	2228450	0.59	3255182	0.44	509069	1.5	11859287
Traditional jewelry	0.01	336906	0.02	66131	0.02	121701	0.02	23246	0.03	238060
Laundry and ironing costs	0.06	1586077	0.02	64713	0.01	48253	0.02	20731	0.01	77943
Men's and children haircut fee	0.58	14125164	0.39	1186773	0.61	3418408	0.43	498288	0.44	3504903
Women haircut and coiffure fees	0.14	3481367	0.16	504518	0.06	330410	0.14	162370	0.14	1105886
Hair drying machines (electric)	0.01	189604	0.01	17725	0.01	61493	0.01	16424	0.01	87022
Men's shaving machine	0.11	2732204	0.08	244091	0.05	303934	0.09	98734	0.11	830471
Perfumes	0.18	4522398	0.24	719862	0.14	766249	0.16	179110	0.27	2166918
Beauty accessories	0.09	2088929	0.09	273882	0.08	448081	0.12	134432	0.13	1007474
Baby's powder	0	80765	0	8056	0	19277	0	4492	0.01	42138
Shampoo	0.41	9975323	0.37	1146667	0.5	2757058	0.37	421076	0.41	3226352
shaving brush	0	21055	0	3514	0	2869	0	1001	0	8845
Shaving cream	0.06	1406160	0.07	219590	0.06	320715	0.06	69406	0.06	494970
Toothbrush	0.01	184369	0.01	25675	0.01	37972	0.01	6421	0.01	64623
Toothpaste	0.15	3570651	0.11	336052	0.15	811867	0.11	132391	0.14	1107748
Hand watch	0.04	958576	0.04	127611	0.03	175338	0.05	56326	0.06	496156
Handbags	0.03	825147	0.04	118647	0.03	186608	0.03	37800	0.04	351742
Sunglasses	0.01	152279	0	14037	0	23799	0.01	10898	0.01	102265
Sanitary napkins	0.49	12083152	0.55	1679832	0.77	4256242	0.59	682870	0.61	4802766
Other make-up and personal care products expenditures	0.33	8032045	0.24	736486	0.33	1860930	0.18	212616	0.28	2201031

**Contd/ Relative Importance of Commodities & Services by Governorates Urban,  
Rural & Kingdom (Value in JD)**

Commodities & Services	Mafrq		Jarash		Ajloun		Karak		Tafileh	
	%	Value	%	Value	%	Value	%	Value	%	Value
<b>Personal Care</b>	<b>2.96</b>	<b>4186368</b>	<b>3.15</b>	<b>3899257</b>	<b>2.52</b>	<b>2297876</b>	<b>3.28</b>	<b>5867611</b>	<b>2.95</b>	<b>1744684</b>
Gold and jewelry	0.38	537475	0.84	1035846	0.21	190893	0.8	1424942	0.43	252418
Traditional jewelry	0.02	25801	0.02	23133	0.01	7537	0.03	45109	0.01	4769
Laundry and ironing costs	0.02	23759	0.02	28859	0	1228	0.01	17085	0	2514
Men's and children haircut fee	0.41	580416	0.29	363026	0.36	327299	0.5	899118	0.67	395679
Women haircut and coiffure fees	0.04	56740	0.06	70231	0.05	46199	0.1	176497	0.01	6826
Hair drying machines (electric)	0.01	9641	0.01	7881	0.01	7612	0.01	15492	0.01	3048
Men's shaving machine	0.09	125837	0.07	92102	0.08	69884	0.11	204239	0.12	68540
Perfumes	0.24	344548	0.23	279182	0.12	107430	0.21	374798	0.12	71576
Beauty accessories	0.15	207628	0.2	247126	0.1	93499	0.06	108086	0.05	26663
Baby's powder	0.01	11151	0.01	9471	0	3936	0.01	9179	0	2512
Shampoo	0.33	459584	0.3	366967	0.41	371180	0.4	721670	0.39	233727
shaving brush	0	1106	0	2279	0	2482	0	3892	0	665
Shaving cream	0.07	104786	0.05	63469	0.09	77774	0.07	133522	0.07	42163
Toothbrush	0.01	9684	0.01	13627	0.01	7853	0.01	19200	0.01	7018
Toothpaste	0.14	203980	0.09	111430	0.15	140213	0.13	235107	0.15	86680
Hand watch	0.05	74827	0.08	101895	0.03	22886	0.04	67237	0.02	13361
Handbags	0.03	46458	0.05	58852	0.05	45416	0.05	88100	0.03	14874
Sunglasses	0.01	11614	0.01	15201	0	2529	0.01	14411	0	889
Sanitary napkins	0.77	1094559	0.57	710940	0.62	567782	0.58	1032656	0.64	378895
Other make-up and personal care products expenditures	0.18	256775	0.24	297742	0.22	204247	0.15	277271	0.22	131865

**Contd./ Relative Importance of Commodities & Services by Governorates, Urban, Rural & Kingdom (Value in JD)**

Commodities & Services	Maan		Aqaba		Urban		Rural		The Kingdom	
	%	Value	%	Value	%	Value	%	Value	%	Value
<b>Personal Care</b>	<b>2.94</b>	<b>2174361</b>	<b>2.87</b>	<b>2528378</b>	<b>3.38</b>	<b>139313245</b>	<b>3.24</b>	<b>27825210</b>	<b>3.36</b>	<b>167138455</b>
Gold and jewelry	0.69	510422	0.53	463274	0.68	27936931	0.75	6435077	0.69	34372008
Traditional jewelry	0.02	15103	0.02	19835	0.02	795577	0.02	131754	0.02	927331
Laundry and ironing costs	0	3490	0.01	8133	0.04	1769962	0.01	112824	0.04	1882786
Men's and children haircut fee	0.45	332003	0.54	471300	0.54	22144437	0.46	3957940	0.52	26102377
Women haircut and coiffure fees	0.01	10677	0.09	80690	0.13	5325959	0.08	706452	0.12	6032411
Hair drying machines (electric)	0	3455	0.01	9782	0.01	366843	0.01	62336	0.01	429179
Men's shaving machine	0.06	45039	0.06	56688	0.1	3987567	0.1	884197	0.1	4871764
Perfumes	0.22	164815	0.12	104196	0.2	8294190	0.18	1506891	0.2	9801081
Beauty accessories	0.09	69742	0.07	63633	0.1	3986162	0.09	783012	0.1	4769174
Baby's powder	0.01	3875	0	2209	0	143437	0.01	53624	0	197062
Shampoo	0.36	263358	0.34	302989	0.41	17041428	0.37	3204522	0.41	20245950
shaving brush	0	994	0	389	0	37574	0	11515	0	49090
Shaving cream	0.04	33153	0.03	24269	0.06	2386812	0.07	603166	0.06	2989978
Toothbrush	0.01	9131	0.01	9090	0.01	315496	0.01	79167	0.01	394663
Toothpaste	0.11	79855	0.11	98294	0.14	5787436	0.13	1126831	0.14	6914267
Hand watch	0.02	11806	0.03	29233	0.04	1766035	0.04	369217	0.04	2135252
Handbags	0.03	22754	0.05	42215	0.04	1567757	0.03	270856	0.04	1838613
Sunglasses	0	2225	0.01	6120	0.01	313754	0	42513	0.01	356267
Sanitary napkins	0.64	470358	0.66	582297	0.55	22844193	0.64	5498156	0.57	28342350
Other make-up and personal care products expenditures	0.17	122106	0.17	153742	0.3	12501695	0.23	1985159	0.29	14486854

