

Baby Personal Care in Eastern Europe to 2013

<https://marketpublishers.com/r/B0405FBA4EFEN.html>

Date: March 2010

Pages: 67

Price: US\$ 495.00 (Single User License)

ID: B0405FBA4EFEN

Abstracts

Introduction

This databook provides key data and information on the baby personal care market covering 11 countries in Eastern Europe. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution and company share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope

*Contains information on two categories: diapers and baby toiletries

*Market, category and segment level information on value and volume with historic (2003-2008) and forecast (2009-2013) data

*Category level company share as well as distribution share information for 2007 and 2008

*Review of the top two companies within the baby personal care market, including company overview, key facts and business description

Highlights

The market for baby personal care in Eastern Europe increased at a compound annual growth rate of 4.7% between 2003 and 2008.

The diapers category led the baby personal care market in Eastern Europe, accounting for a share of 89%.

The leading players in the Eastern European baby personal care market include Procter & Gamble Company, The, Kimberly-Clark Corporation and Svenska Cellulosa Aktiebolaget SCA.

Reasons to Purchase

*Develop business strategies by understanding the quantitative trends within the baby personal care market in Eastern Europe

*Design effective marketing and sales strategies by identifying key market categories and segments

*Identify key players within the market to plan lucrative M&A, partnerships and agreements

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