

Baby Personal Care Market - Regional level to 2013

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Abstracts

Introduction

This databook provides key data and information on the baby personal care market for the following regions: Asia-Pacific; Latin America; Middle East and Africa; North America; Eastern Europe and Western Europe. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution and company share.

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 regional baby personal care market grew at a compound annual growth rate of 2.7% between 2003 and 2008.

The diapers category led the regional baby personal care market, accounting for a share of 80.5%.

The leading players in the regional baby personal care market include Procter & Gamble Company, The, Kimberly-Clark Corporation and Johnson & Johnson.

Reasons to Purchase

*Develop business strategies by understanding the quantitative trends within the regional baby personal care market

*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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