

Deodorants in the BRIC (Brazil, Russia, India,China) Countries Market Overview and Forecasts to 2014

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Abstracts

Introduction

This report covers key aspects of the deodorants market in the four emerging economies: Brazil, Russia, India and China. Data is provided on market value and volume by category; company and brand shares; distribution channels; and expenditure and consumption per capita for the historic and forecast periods.

Scope

Contains information on six categories: aerosol anti-perspirant, roll-on deodorants, body spray, deodorant creams, sticks & solids and deodorant gel

Market and category level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data

Market level company and brand shares as well as distribution share information

Recent product launches

Highlights

Brazil leads the deodorants market in terms of value among the BRIC nations.

Russia is home to the second largest deodorants market, led by roll-on deodorants

segment.

India is set to be the most lucrative investment destination for the deodorants market in future.

Reasons to Purchase

Develop business strategies by understanding the quantitative trends within the deodorants market in high growth / emerging nations

Identify key players within the deodorants in Brazil, Russia, India and China to plan lucrative M&A, partnerships and agreements

Obtain insight into new product launches within the deodorants market in Brazil, Russia, India and China

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