

Facial Care in China to 2014 (Skincare)

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Abstracts

Introduction

This databook provides key data and information on the Facial Care in China (Skincare). This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope

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

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

Highlights

The facial care category was valued at CNY47,464.6m (\$6,830.8m) in 2009, representing a CAGR of 10.7% since 2004.

By the end of 2014, the facial care category will be worth CNY71,569.1m (\$10,299.7m), with an expected CAGR of 8.6% between 2009 and 2014.

The facial care market volume totaled 2,273.4 million units in 2009, representing a CAGR of 8.9% since 2004.

By the end of 2014, the facial care market will total 3,198.1 million units, with an expected CAGR of 7.1% between 2009 and 2014.

The facial care market was led by anti-agers (representing 25.8% of the total value) followed by other moisturizers and cleansing wipes, with a 16.2% and 15.1% market share, respectively. Night cream, creams and gels and toner form the next largest segments with a 14.4%, 14% and 4.9% market share, respectively. Face mask, exfoliating scrubs, pore strips and fade cream constitute the remaining segments with a 4.7%, 2.8%, 1.2% and 0.9% market share, respectively.

Procter & Gamble Company, The is the market leader with a 12% share of the market.

Facial Care in China (Skincare)

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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