

Female Fragrances Market in Russia to 2014 (Fragrances)

<https://marketpublishers.com/r/FBAE2233B8AEN.html>

Date: February 2011

Pages: 35

Price: US\$ 350.00 (Single User License)

ID: FBAE2233B8AEN

Abstracts

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Introduction

This databook provides key data and information on the Female Fragrances Market in Russia (Fragrances). 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 female fragrances category was valued at RUB19,637.7m (\$790.2m) in 2009, representing a CAGR of 3.8% since 2004.

By the end of 2014, the female fragrances category will be worth RUB22,968.4m

(\$924.2m), with an expected CAGR of 3.2% between 2009 and 2014.

The female fragrances market volume totaled 30.8 million units in 2009, representing a CAGR of 2.4% since 2004.

By the end of 2014, the female fragrances market will total 33.9 million units, with an expected CAGR of 1.9% between 2009 and 2014.

The female fragrances market was led by premium female fragrances (representing 52.7% of the total value), with mass female fragrances accounting for the remaining 47.3% share.

Procter & Gamble Company, The is the market leader with a 15.1% share of the market.

Reasons to Purchase

Develop business strategies by understanding the quantitative trends within the Female Fragrances Market in Russia (Fragrances)

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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