

Fragrances in Germany to 2014

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Abstracts

Introduction

This databook provides key data and information on the fragrances market in Germany. 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

- * Contains information on three categories: female, male and unisex fragrances.
- * Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data
- * Category level company and brand share as well as distribution share information for 2008 and 2009
- * Review of the top two companies within the fragrances market, including company overview, key facts and business description

Highlights

The market for fragrances in Germany increased at a compound annual growth rate of 0.3% between 2004 and 2009.

The female fragrances category led the fragrances market in Germany, accounting for a share of 69.4%.

Leading players in German fragrances market include Procter & Gamble Company, The, Coty Inc and Chanel.

Reasons to Purchase

- * Develop business strategies by understanding the quantitative trends within the fragrances market in Germany
- * 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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