

Fragrances in Western Europe to 2014

<https://marketpublishers.com/r/FF6A51090FFEN.html>

Date: July 2010

Pages: 82

Price: US\$ 495.00 (Single User License)

ID: FF6A51090FFEN

Abstracts

Introduction

This databook provides key data and information on the fragrances market covering 17 countries in Western Europe. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution and company 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 and volume with historic (2004-09) and forecast (2010-14) data
- * Category level company share as well as distribution share information for 2008 and 2009
- * Review of the top two companies within the spirits market, including company overview, key facts and business description

Highlights

The market for fragrances in Western Europe increased at a compound annual growth rate of 2.8% between 2004 and 2009.

The female fragrances category led the fragrances market in Western Europe, accounting for a share of 62.5%.

The leading players in the Western European fragrances market include Procter & Gamble Company, The, L'Oreal S.A. and Coty Inc.

Reasons to Purchase

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

Contents

CHAPTER 1 EXECUTIVE SUMMARY

Summary market level: fragrances
Summary category level: female fragrances
Summary category level: male fragrances
Summary category level: unisex fragrances

CHAPTER 2 INTRODUCTION

What is this report about?
How to use this report
Market definition

CHAPTER 3 OVERVIEW

Value Analysis
Volume Analysis

CHAPTER 4 WESTERN EUROPE FRAGRANCES: MARKET OVERVIEW

Value analysis (US Dollar), 2004-09
Value analysis (US Dollar), 2009-14
Volume analysis, 2004-09
Volume analysis, 2009-14
Company share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 5 LEADING COMPANY PROFILES

The Procter & Gamble Company
L'Oreal S.A.

CHAPTER 6 CATEGORY ANALYSIS: FEMALE FRAGRANCES

Value analysis (US Dollar), 2004-09
Value analysis (US Dollar), 2009-14

Volume analysis, 2004-09
Volume analysis, 2009-14
Company share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 7 CATEGORY ANALYSIS: MALE FRAGRANCES

Value analysis (US Dollar), 2004-09
Value analysis (US Dollar), 2009-14
Volume analysis, 2004-09
Volume analysis, 2009-14
Company share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 8 CATEGORY ANALYSIS: UNISEX FRAGRANCES

Value analysis (US Dollar), 2004-09
Value analysis (US Dollar), 2009-14
Volume analysis, 2004-09
Volume analysis, 2009-14
Company share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 9 RESEARCH METHODOLOGY

Methodology overview
Secondary research
Market modeling
Creating an initial data model
Revising the initial data model
Creating a final estimate
Creating demographic value splits
Primary research
Data finalization
Ongoing research

CHAPTER 10 APPENDIX

Future readings

How to contact experts in your industry

Disclaimer

List Of Figures

LIST OF FIGURES

Figure 1: Fragrances, Western Europe, value by category (\$m), 2004-14

Figure 2: Fragrances, Western Europe, category growth comparison, by value, 2004-14

Figure 3: Fragrances, Western Europe, volume by category (units, million), 2004-14

Figure 4: Fragrances, Western Europe, category growth comparison, by volume, 2004-14

Figure 5: Fragrances, Western Europe, company share (top five companies) by value (%), 2008-09

Figure 6: Fragrances, Western Europe, distribution channels by value (%), 2008-09

Figure 7: Female fragrances, Western Europe, value by segment (\$m), 2004-14

Figure 8: Female fragrances, Western Europe, category growth comparison, by value, 2004-14

Figure 9: Female fragrances, Western Europe, volume by segment (units, million), 2004-14

Figure 10: Female fragrances, Western Europe, category growth comparison, by volume, 2004-14

Figure 11: Female fragrances, Western Europe, company share (top five companies) by value (%), 2008-09

Figure 12: Female fragrances, Western Europe, distribution channels by value (%), 2008-09

Figure 13: Male fragrances, Western Europe, value by segment (\$m), 2004-14

Figure 14: Male fragrances, Western Europe, category growth comparison, by value, 2004-14

Figure 15: Male fragrances, Western Europe, volume by segment (units, million), 2004-14

Figure 16: Male fragrances, Western Europe, category growth comparison, by volume, 2004-14

Figure 17: Male fragrances, Western Europe, company share (top five companies) by value (%), 2008-09

Figure 18: Male fragrances, Western Europe, distribution channels by value (%), 2008-09

Figure 19: Unisex fragrances, Western Europe, value by segment (\$m), 2004-14

Figure 20: Unisex fragrances, Western Europe, category growth comparison, by value, 2004-14

Figure 21: Unisex fragrances, Western Europe, volume by segment (units, million), 2004-14

Figure 22: Unisex fragrances, Western Europe, category growth comparison, by volume, 2004-14

Figure 23: Unisex fragrances, Western Europe, company share (top five companies) by value (%), 2008-09

Figure 24: Unisex fragrances, Western Europe, distribution channels by value (%), 2008-09

Figure 25: Annual data review process

List Of Tables

LIST OF TABLES

Table 1: Fragrances category definitions

Table 2: Fragrances distribution channels

Table 3: Fragrances, Western Europe, value (country-wise), 2004-09 (\$m)

Table 4: Fragrances, Western Europe, value (country-wise) forecast, 2009-14 (\$m)

Table 5: Fragrances, Western Europe, volume (country-wise), 2004-09 (units, million)

Table 6: Fragrances, Western Europe, volume (country-wise) forecast, 2009-14 (units, million)

Table 7: Fragrances, Western Europe, value by category (\$m), 2004-09

Table 8: Fragrances, Western Europe, value forecast by category (\$m), 2009-14

Table 9: Fragrances, Western Europe, volume by category (units, million), 2004-09

Table 10: Fragrances, Western Europe, volume forecast by category (units, million), 2009-14

Table 11: Fragrances, Western Europe, company share (top 20 companies) by value (%), 2008-09

Table 12: Fragrances, Western Europe, value by company (\$m), 2008-09

Table 13: Fragrances, Western Europe, distribution channels by value (%), 2008-09

Table 14: Fragrances, Western Europe, value by distribution channel (\$m), 2008-09

Table 15: Fragrances, Western Europe, expenditure per capita (\$), 2004-09

Table 16: Fragrances, Western Europe, forecast expenditure per capita (\$), 2009-14

Table 17: Fragrances, Western Europe, consumption per capita (units), 2004-09

Table 18: Fragrances, Western Europe, forecast consumption per capita (units), 2009-14

Table 19: The Procter & Gamble Company key facts

Table 20: L'Oreal S.A. key facts

Table 21: Female fragrances, Western Europe, value by segment (\$m), 2004-09

Table 22: Female fragrances, Western Europe, value forecast by segment (\$m), 2009-14

Table 23: Female fragrances, Western Europe, volume by segment (units, million), 2004-09

Table 24: Female fragrances, Western Europe, volume forecast by segment (units, million), 2009-14

Table 25: Female fragrances, Western Europe, company share (top 20 companies) by value (%), 2008-09

Table 26: Female fragrances, Western Europe, value by company (\$m), 2008-09

Table 27: Female fragrances, Western Europe, distribution channels by value (%),

2008-09

Table 28: Female fragrances, Western Europe, value by distribution channel (\$m), 2008-09

Table 29: Female fragrances, Western Europe, expenditure per capita (\$), 2004-09

Table 30: Female fragrances, Western Europe, forecast expenditure per capita (\$), 2009-14

Table 31: Female fragrances, Western Europe, consumption per capita (units), 2004-09

Table 32: Female fragrances, Western Europe, forecast consumption per capita (units), 2009-14

Table 33: Male fragrances, Western Europe, value by segment (\$m), 2004-09

Table 34: Male fragrances, Western Europe, value forecast by segment (\$m), 2009-14

Table 35: Male fragrances, Western Europe, volume by segment (units, million), 2004-09

Table 36: Male fragrances, Western Europe, volume forecast by segment (units, million), 2009-14

Table 37: Male fragrances, Western Europe, company share (top 20 companies) by value (%), 2008-09

Table 38: Male fragrances, Western Europe, value by company (\$m), 2008-09

Table 39: Male fragrances, Western Europe, distribution channels by value (%), 2008-09

Table 40: Male fragrances, Western Europe, value by distribution channel (\$m), 2008-09

Table 41: Male fragrances, Western Europe, expenditure per capita (\$), 2004-09

Table 42: Male fragrances, Western Europe, forecast expenditure per capita (\$), 2009-14

Table 43: Male fragrances, Western Europe, consumption per capita (units), 2004-09

Table 44: Male fragrances, Western Europe, forecast consumption per capita (units), 2009-14

Table 45: Unisex fragrances, Western Europe, value by segment (\$m), 2004-09

Table 46: Unisex fragrances, Western Europe, value forecast by segment (\$m), 2009-14

Table 47: Unisex fragrances, Western Europe, volume by segment (units, million), 2004-09

Table 48: Unisex fragrances, Western Europe, volume forecast by segment (units, million), 2009-14

Table 49: Unisex fragrances, Western Europe, company share (top 20 companies) by value (%), 2008-09

Table 50: Unisex fragrances, Western Europe, value by company (\$m), 2008-09

Table 51: Unisex fragrances, Western Europe, distribution channels by value (%),

2008-09

Table 52: Unisex fragrances, Western Europe, value by distribution channel (\$m),
2008-09

Table 53: Unisex fragrances, Western Europe, expenditure per capita (\$), 2004-09

Table 54: Unisex fragrances, Western Europe, forecast expenditure per capita (\$),
2009-14

Table 55: Unisex fragrances, Western Europe, consumption per capita (units), 2004-09

Table 56: Unisex fragrances, Western Europe, forecast consumption per capita (units),
2009-14

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