

Haircare in China to 2014

<https://marketpublishers.com/r/H363EA5AF16EN.html>

Date: May 2010

Pages: 195

Price: US\$ 495.00 (Single User License)

ID: H363EA5AF16EN

Abstracts

Introduction

This databook provides key data and information on the haircare market in China. 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 five categories: shampoo, conditioner, hair colorants, styling agents, and perms and relaxers

* 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 haircare market, including company overview, key facts and business description

Highlights

The market for haircare in China increased at a compound annual growth rate of 6.4% between 2004 and 2009.

The shampoo category led the haircare market in China, accounting for a share of 78.9%.

Leading players in Chinese haircare market include Procter & Gamble Company, The, Unilever and Beiersdorf AG.

Reasons to Purchase

- * Develop business strategies by understanding the quantitative trends within the haircare market in China
- * 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: haircare
Summary category level: conditioner
Summary category level: hair colorants
Summary category level: perms and relaxers
Summary category level: shampoo
Summary category level: styling agents

CHAPTER 2 INTRODUCTION

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

CHAPTER 3 MARKET OVERVIEW

Value analysis (Yuan Renminbi), 2004?09
Value analysis (Yuan Renminbi), 2009?14
Value analysis (US dollars), 2004?09
Value analysis (US dollars), 2009?14
Volume analysis, 2004?09
Volume analysis, 2009?14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 4 LEADING COMPANY PROFILES

The Procter & Gamble Company
Unilever

CHAPTER 5 CATEGORY ANALYSIS: CONDITIONER

Value analysis (Yuan Renminbi), 2004?09
Value analysis (Yuan Renminbi), 2009?14
Value analysis (US dollars), 2004?09

Value analysis (US dollars), 2009?14
Volume analysis, 2004?09
Volume analysis, 2009?14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 6 CATEGORY ANALYSIS: HAIR COLORANTS

Value analysis (Yuan Renminbi), 2004?09
Value analysis (Yuan Renminbi), 2009?14
Value analysis (US dollars), 2004?09
Value analysis (US dollars), 2009?14
Volume analysis, 2004?09
Volume analysis, 2009?14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 7 CATEGORY ANALYSIS: PERMS AND RELAXERS

Value analysis (Yuan Renminbi), 2004?09
Value analysis (Yuan Renminbi), 2009?14
Value analysis (US dollars), 2004?09
Value analysis (US dollars), 2009?14
Volume analysis, 2004?09
Volume analysis, 2009?14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 8 CATEGORY ANALYSIS: SHAMPOO

Value analysis (Yuan Renminbi), 2004?09
Value analysis (Yuan Renminbi), 2009?14
Value analysis (US dollars), 2004?09
Value analysis (US dollars), 2009?14
Volume analysis, 2004?09
Volume analysis, 2009?14

Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 9 CATEGORY ANALYSIS: STYLING AGENTS

Value analysis (Yuan Renminbi), 2004?09
Value analysis (Yuan Renminbi), 2009?14
Value analysis (US dollars), 2004?09
Value analysis (US dollars), 2009?14
Volume analysis, 2004?09
Volume analysis, 2009?14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 10 COUNTRY COMPARISON

Value
Volume
Market share

CHAPTER 11 PESTLE ANALYSIS

Summary
Political analysis
Economic analysis
Social analysis
Technological analysis
Legal analysis
Environmental analysis

CHAPTER 12 NEW PRODUCT DEVELOPMENT

Product launches over time
Recent product launches

CHAPTER 13 MACROECONOMIC PROFILE

Macroeconomic Indicators

CHAPTER 14 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 15 APPENDIX

Future readings

How to contact experts in your industry

Disclaimer

List Of Figures

LIST OF FIGURES

- Figure 1: Haircare, China, value by category (CNYm), 2004?14
- Figure 2: Haircare, China, category growth comparison, by value, 2004?14
- Figure 3: Haircare, China, volume by category (units, million), 2004?14
- Figure 4: Haircare, China, category growth comparison, by volume, 2004?14
- Figure 5: Haircare, China, company share by value (%), 2008?09
- Figure 6: Haircare, China, distribution channels by value (%), 2008?09
- Figure 7: Conditioner, China, value by segment (CNYm), 2004?14
- Figure 8: Conditioner, China, category growth comparison, by value, 2004?14
- Figure 9: Conditioner, China, volume by segment (units, million), 2004?14
- Figure 10: Conditioner, China, category growth comparison, by volume, 2004?14
- Figure 11: Conditioner, China, company share by value (%), 2008?09
- Figure 12: Conditioner, China, distribution channels by value (%), 2008?09
- Figure 13: Hair colorants, China, value by segment (CNYm), 2004?14
- Figure 14: Hair colorants, China, category growth comparison, by value, 2004?14
- Figure 15: Hair colorants, China, volume by segment (units, million), 2004?14
- Figure 16: Hair colorants, China, category growth comparison, by volume, 2004?14
- Figure 17: Hair colorants, China, company share by value (%), 2008?09
- Figure 18: Hair colorants, China, distribution channels by value (%), 2008?09
- Figure 19: Perms and relaxers, China, value by segment (CNYm), 2004?14
- Figure 20: Perms and relaxers, China, category growth comparison, by value, 2004?14
- Figure 21: Perms and relaxers, China, volume by segment (units, million), 2004?14
- Figure 22: Perms and relaxers, China, category growth comparison, by volume, 2004?14
- Figure 23: Perms and relaxers, China, company share by value (%), 2008?09
- Figure 24: Perms and relaxers, China, distribution channels by value (%), 2008?09
- Figure 25: Shampoo, China, value by segment (CNYm), 2004?14
- Figure 26: Shampoo, China, volume by segment (units, million), 2004?14
- Figure 27: Shampoo, China, category growth comparison, by volume, 2004?14
- Figure 28: Shampoo, China, company share by value (%), 2008?09
- Figure 29: Shampoo, China, distribution channels by value (%), 2008?09
- Figure 30: Styling agents, China, value by segment (CNYm), 2004?14
- Figure 31: Styling agents, China, category growth comparison, by value, 2004?14
- Figure 32: Styling agents, China, volume by segment (units, million), 2004?14
- Figure 33: Styling agents, China, category growth comparison, by volume, 2004?14
- Figure 34: Styling agents, China, company share by value (%), 2008?09

- Figure 35: Styling agents, China, distribution channels by value (%), 2008-09
- Figure 36: Global haircare market split (value terms, 2009), top five countries
- Figure 37: Global haircare market value, 2004-09, top five countries
- Figure 38: Global haircare market split (volume terms, 2009), top five countries
- Figure 39: Global haircare market volume, 2004-09, top five countries
- Figure 40: Unemployment status in China, 2000-12
- Figure 41: Carbon dioxide emissions in China, 2002-07
- Figure 42: Annual data review process

List Of Tables

LIST OF TABLES

- Table 1: Haircare category definitions
- Table 2: Haircare distribution channels
- Table 3: Haircare, China, value by category (CNYm), 2004?09
- Table 4: Haircare, China, value forecast by category (CNYm), 2009?14
- Table 5: Haircare, China, value by category (\$m), 2004?09
- Table 6: Haircare, China, value forecast by category (\$m), 2009?14
- Table 7: Haircare, China, volume by category (units, million), 2004?09
- Table 8: Haircare, China, volume forecast by category (units, million), 2009?14
- Table 9: Haircare, China, brand share by value (%), 2008?09
- Table 10: Haircare, China, value by brand (CNYm), 2008?09
- Table 11: Haircare, China, company share by value (%), 2008?09
- Table 12: Haircare, China, value by company (CNYm), 2008?09
- Table 13: Haircare, China, distribution channels by value (%), 2008?09
- Table 14: Haircare, China, value by distribution channel (CNYm), 2008?09
- Table 15: Haircare, China, expenditure per capita (CNY), 2004?09
- Table 16: Haircare, China, forecast expenditure per capita (CNY), 2009?14
- Table 17: Haircare, China, expenditure per capita (\$), 2004?09
- Table 18: Haircare, China, forecast expenditure per capita (\$), 2009?14
- Table 19: Haircare, China, consumption per capita (units), 2004?09
- Table 20: Haircare, China, forecast consumption per capita (units), 2009?14
- Table 21: The Procter & Gamble Company key facts
- Table 22: Unilever key facts
- Table 23: Conditioner, China, value by segment (CNYm), 2004?09
- Table 24: Conditioner, China, value forecast by segment (CNYm), 2009?14
- Table 25: Conditioner, China, value by segment (\$m), 2004?09
- Table 26: Conditioner, China, value forecast by segment (\$m), 2009?14
- Table 27: Conditioner, China, volume by segment (units, million), 2004?09
- Table 28: Conditioner, China, volume forecast by segment (units, million), 2009?14
- Table 29: Conditioner, China, brand share by value (%), 2008?09
- Table 30: Conditioner, China, value by brand (CNYm), 2008?09
- Table 31: Conditioner, China, company share by value (%), 2008?09
- Table 32: Conditioner, China, value by company (CNYm), 2008?09
- Table 33: Conditioner, China, distribution channels by value (%), 2008?09
- Table 34: Conditioner, China, value by distribution channel (CNYm), 2008?09
- Table 35: Conditioner, China, expenditure per capita (CNY), 2004?09

- Table 36: Conditioner, China, forecast expenditure per capita (CNY), 2009?14
- Table 37: Conditioner, China, expenditure per capita (\$), 2004?09
- Table 38: Conditioner, China, forecast expenditure per capita (\$), 2009?14
- Table 39: Conditioner, China, consumption per capita (units), 2004?09
- Table 40: Conditioner, China, forecast consumption per capita (units), 2009?14
- Table 41: Hair colorants, China, value by segment (CNYm), 2004?09
- Table 42: Hair colorants, China, value forecast by segment (CNYm), 2009?14
- Table 43: Hair colorants, China, value by segment (\$m), 2004?09
- Table 44: Hair colorants, China, value forecast by segment (\$m), 2009?14
- Table 45: Hair colorants, China, volume by segment (units, million), 2004?09
- Table 46: Hair colorants, China, volume forecast by segment (units, million), 2009?14
- Table 47: Hair colorants, China, brand share by value (%), 2008?09
- Table 48: Hair colorants, China, value by brand (CNYm), 2008?09
- Table 49: Hair colorants, China, company share by value (%), 2008?09
- Table 50: Hair colorants, China, value by company (CNYm), 2008?09
- Table 51: Hair colorants, China, distribution channels by value (%), 2008?09
- Table 52: Hair colorants, China, value by distribution channel (CNYm), 2008?09
- Table 53: Hair colorants, China, expenditure per capita (CNY), 2004?09
- Table 54: Hair colorants, China, forecast expenditure per capita (CNY), 2009?14
- Table 55: Hair colorants, China, expenditure per capita (\$), 2004?09
- Table 56: Hair colorants, China, forecast expenditure per capita (\$), 2009?14
- Table 57: Hair colorants, China, consumption per capita (units), 2004?09
- Table 58: Hair colorants, China, forecast consumption per capita (units), 2009?14
- Table 59: Perms and relaxers, China, value by segment (CNYm), 2004?09
- Table 60: Perms and relaxers, China, value forecast by segment (CNYm), 2009?14
- Table 61: Perms and relaxers, China, value by segment (\$m), 2004?09
- Table 62: Perms and relaxers, China, value forecast by segment (\$m), 2009?14
- Table 63: Perms and relaxers, China, volume by segment (units, million), 2004?09
- Table 64: Perms and relaxers, China, volume forecast by segment (units, million), 2009?14
- Table 65: Perms and relaxers, China, brand share by value (%), 2008?09
- Table 66: Perms and relaxers, China, value by brand (CNYm), 2008?09
- Table 67: Perms and relaxers, China, company share by value (%), 2008?09
- Table 68: Perms and relaxers, China, value by company (CNYm), 2008?09
- Table 69: Perms and relaxers, China, distribution channels by value (%), 2008?09
- Table 70: Perms and relaxers, China, value by distribution channel (CNYm), 2008?09
- Table 71: Perms and relaxers, China, expenditure per capita (CNY), 2004?09
- Table 72: Perms and relaxers, China, forecast expenditure per capita (CNY), 2009?14
- Table 73: Perms and relaxers, China, expenditure per capita (\$), 2004?09

- Table 74: Perms and relaxers, China, forecast expenditure per capita (\$), 2009?14
- Table 75: Perms and relaxers, China, consumption per capita (units), 2004?09
- Table 76: Perms and relaxers, China, forecast consumption per capita (units), 2009?14
- Table 77: Shampoo, China, value by segment (CNYm), 2004?09
- Table 78: Shampoo, China, value forecast by segment (CNYm), 2009?14
- Table 79: Shampoo, China, value by segment (\$m), 2004?09
- Table 80: Shampoo, China, value forecast by segment (\$m), 2009?14
- Table 81: Shampoo, China, volume by segment (units, million), 2004?09
- Table 82: Shampoo, China, volume forecast by segment (units, million), 2009?14
- Table 83: Shampoo, China, brand share by value (%), 2008?09
- Table 84: Shampoo, China, value by brand (CNYm), 2008?09
- Table 85: Shampoo, China, company share by value (%), 2008?09
- Table 86: Shampoo, China, value by company (CNYm), 2008?09
- Table 87: Shampoo, China, distribution channels by value (%), 2008?09
- Table 88: Shampoo, China, value by distribution channel (CNYm), 2008?09
- Table 89: Shampoo, China, expenditure per capita (CNY), 2004?09
- Table 90: Shampoo, China, forecast expenditure per capita (CNY), 2009?14
- Table 91: Shampoo, China, expenditure per capita (\$), 2004?09
- Table 92: Shampoo, China, forecast expenditure per capita (\$), 2009?14
- Table 93: Shampoo, China, consumption per capita (units), 2004?09
- Table 94: Shampoo, China, forecast consumption per capita (units), 2009?14
- Table 95: Styling agents, China, value by segment (CNYm), 2004?09
- Table 96: Styling agents, China, value forecast by segment (CNYm), 2009?14
- Table 97: Styling agents, China, value by segment (\$m), 2004?09
- Table 98: Styling agents, China, value forecast by segment (\$m), 2009?14
- Table 99: Styling agents, China, volume by segment (units, million), 2004?09
- Table 100: Styling agents, China, volume forecast by segment (units, million), 2009?14
- Table 101: Styling agents, China, brand share by value (%), 2008?09
- Table 102: Styling agents, China, value by brand (CNYm), 2008?09
- Table 103: Styling agents, China, company share by value (%), 2008?09
- Table 104: Styling agents, China, value by company (CNYm), 2008?09
- Table 105: Styling agents, China, distribution channels by value (%), 2008?09
- Table 106: Styling agents, China, value by distribution channel (CNYm), 2008?09
- Table 107: Styling agents, China, expenditure per capita (CNY), 2004?09
- Table 108: Styling agents, China, forecast expenditure per capita (CNY), 2009?14
- Table 109: Styling agents, China, expenditure per capita (\$), 2004?09
- Table 110: Styling agents, China, forecast expenditure per capita (\$), 2009?14
- Table 111: Styling agents, China, consumption per capita (units), 2004?09
- Table 112: Styling agents, China, forecast consumption per capita (units), 2009?14

- Table 113: Global haircare market value, 2009
- Table 114: Global haircare market split (value terms (\$m), 2009), top five countries
- Table 115: Global haircare market volume, 2009
- Table 116: Global haircare market split (volume terms, 2009), top five countries
- Table 117: Leading players, top five countries
- Table 118: Analysis of China's political landscape
- Table 119: Analysis of China's economy
- Table 120: Analysis of China's social system
- Table 121: Analysis of China's technology landscape
- Table 122: Average annual salaries for researchers across countries
- Table 123: Analysis of the China's legal landscape
- Table 124: Analysis of China's environmental landscape
- Table 125: China haircare new product launches reports, by company (top five companies), 2009
- Table 126: China haircare new product launches SKUs, by company (top five companies), 2009
- Table 127: China haircare new product launches (reports), by flavor and fragrances (top 10 flavors), 2009
- Table 128: China haircare new product launches (reports), by ingredients (top 10 ingredients), 2009
- Table 129: China haircare new product launches (reports), by package tags or claims (top 10 claims), 2009
- Table 130: China haircare new product launches - recent five launches (2009)
- Table 131: China population, by age group, 2003?08 (millions)
- Table 132: China population forecast, by age group, 2008?13 (millions)
- Table 133: China population, by gender, 2003?08 (millions)
- Table 134: China population forecast, by gender, 2008?13 (millions)
- Table 135: China nominal GDP, 2003?08 (CNYbn, nominal prices)
- Table 136: China nominal GDP forecast, 2008?13 (CNYbn, nominal prices)
- Table 137: China real GDP, 2003?08 (CNYbn, 2000 prices)
- Table 138: China real GDP forecast, 2008?13 (CNYbn, 2000 prices)
- Table 139: China real GDP, 2003?08 (\$bn, 2000 prices)
- Table 140: China real GDP forecast, 2008?13 (\$bn, 2000 prices)
- Table 141: China consumer price index, 2003?08 (2000=100)
- Table 142: China consumer price index, 2008?13 (2000=100)

I would like to order

Product name: Haircare in China to 2014

Product link: <https://marketpublishers.com/r/H363EA5AF16EN.html>

Price: US\$ 495.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H363EA5AF16EN.html>