

# Haircare in Eastern Europe – Product Launch Quarterly

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## Abstracts

### Introduction

Datamonitor's Haircare in Eastern Europe – Product Launch Quarterly provides a complete guide to new product launches in the Eastern Europe haircare market in Q2 2010. This report provides product information in terms of # SKUs, and includes detailed data on Package Type, Package Material, Description, Package Tags, Ingredients, Shelving, Innovation and Flavor/Fragrance. This report also provides an overview of the haircare market in the Eastern Europe, with data from 2004 to 2009 and forecasts to 2014

### Scope

- Haircare in Eastern Europe - New product SKUs by country and category
- Haircare in Eastern Europe - New product SKUs by manufacturer
- Haircare in Eastern Europe - New product by pack type and materials
- Haircare in Eastern Europe – New Product descriptions

### Highlights

- 249 product SKUs launched in the Eastern Europe haircare market
- Shampoo is the leading category in the Eastern Europe haircare market
- L'Oreal is the leading manufacturer of new haircare products in Eastern Europe

### Reasons to Purchase

- Tracking your competitors latest innovations (and trends)

- Determine product innovation patterns by studying the characteristics of innovation activity in the Eastern Europe Haircare market
- Analyze trends in product development over time

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#### **249 PRODUCT SKUS LAUNCHED IN THE EASTERN EUROPE HAIRCARE MARKET**

Shampoo is the leading category in the Eastern Europe haircare market  
L'Oreal is the leading manufacturer of new haircare products in Eastern Europe  
Bottles was the dominant packing type among the new products launched in the Eastern Europe haircare market  
Majority of the products launched in the haircare market used plastic as the package material

### INTRODUCTION

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