

Haircare in Latin America – Product Launch Quarterly

<https://marketpublishers.com/r/H8AD74609AAEN.html>

Date: October 2010

Pages: 108

Price: US\$ 1,295.00 (Single User License)

ID: H8AD74609AAEN

Abstracts

Introduction

Datamonitor's Haircare in Latin America – Product Launch Quarterly provides a complete guide to new product launches in the Latin America 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 Latin America, with data from 2004 to 2009 and forecasts to 2014.

Scope

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

Highlights

- 265 product SKUs launched in the Latin America haircare market
- Hair Colorants is the leading category in Latin America haircare market
- IMS Comercial e Industrial Ltda is the leading manufacturer of new haircare products SKUs in Latin America

Reasons to Purchase

- Tracking your competitors latest innovations (and trends)
- Determine product innovation patterns by studying the characteristics of innovation

activity in the Latin America Haircare market

- Analyze trends in product development over time

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265 PRODUCT SKUS LAUNCHED IN THE LATIN AMERICA HAIRCARE MARKET

Hair Colorants is the leading category in Latin America haircare market
IMS Comercial e Industrial Ltda is the leading manufacturer of new haircare products SKUs in Latin America
Bottles dominated the packing type in the Latin America haircare market
Majority of the products launched in the haircare market used plastic as the package material

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