

Haircare in Latin America to 2014

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Abstracts

Introduction

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

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

Highlights

The market for haircare in Latin America increased at a compound annual growth rate of 8.4% between 2004 and 2009.

The shampoo category led the haircare market in Latin America, accounting for a share

of 39.8%.

The leading players in the Latin American haircare market include Procter & Gamble Company, The, L'Oreal S.A. and Unilever.

Reasons to Purchase

- * Develop business strategies by understanding the quantitative trends within the haircare market in Latin America
- * 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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