

Make-Up in the BRIC (Brazil, Russia, India, China) Countries Market Overview and Forecasts to 2013

<https://marketpublishers.com/r/MD478F2F10CEN.html>

Date: May 2010

Pages: 118

Price: US\$ 1,995.00 (Single User License)

ID: MD478F2F10CEN

Abstracts

Introduction

This report covers key aspects of the make-up market in four emerging / high growth economies: Brazil, Russia, India and China. Data is provided for market value and volume by category , company and brand market shares, distribution channels, and expenditure and consumption per capita for the historic and forecast periods.

Scope

- Contains information on four categories: lip, nail, eye and face make-up
- Market and category level information on value, volume, and expenditure & consumption, with historic (2003-08) and forecast (2009-13) data
- Market level company and brand shares as well as distribution share information
- Recent product launches

Highlights

Brazil is home to the second largest make-up market, led by lip make-up, while its eye make-up category displays rapid growth.

Russian make-up market maintains its dominance among the BRIC nations.

China is expected to exhibit significant growth between 2008 and 2013.

Reasons to Purchase

- Develop business strategies by understanding the quantitative trends within the make-up market in high growth / emerging nations
- Identify key players within the make-up market in Brazil, Russia, India and China to plan lucrative M&A, partnerships and agreements
- Obtain insight into new product launches within the make-up market in Brazil, Russia, India and China

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China is expected to exhibit significant growth between 2008 and 2013

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