

Make-Up in China to 2014

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Abstracts

Introduction

This databook provides key data and information on the make-up 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 four categories: eye, face, nail and lip make-up
- * 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 make-up market, including company overview, key facts and business description

Highlights

The market for make-up in China increased at a compound annual growth rate of 9.4% between 2004 and 2009.

The lip make-up category led the make-up market in China, accounting for a share of 52.5%.

Leading players in Chinese make-up market include L'Oreal S.A., Shiseido Company, Limited and LVMH Moët Hennessy Louis Vuitton SA.

Reasons to Purchase

- * Develop business strategies by understanding the quantitative trends within the make-up 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

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