

Make-Up in the Group of Eight (G8) Countries Market Overview and Forecasts to 2014

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Abstracts

Introduction

This report covers key aspects of the make-up market in the in the eight nations of the northern hemisphere: Canada, France, Germany, Italy, Japan, Russia, the UK, and the US. Data is provided on market value and volume by category; company and brand shares; distribution channels; and expenditure and consumption per capita for the historic and forecast periods.

Scope

Contains information on four categories: eye, lip, face and nail make-up

Market and category level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data

Market level company and brand shares as well as distribution share information

Highlights

Russia was the fastest growing country with a CAGR of 7.8% over the 2004-09 period.

The US is the largest make-up market in 2009 among the G8 nations.

Reasons to Purchase

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

up market in the eight nations of the northern hemisphere

Identify key players within the make-up market in the group of eight (G8) countries to plan lucrative M&A, partnerships and agreements

Obtain insight into new product launches within the make-up market in the group of eight (G8) countries

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