

Personal Hygiene in Denmark to 2014

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Abstracts

Introduction

This databook provides key data and information on the personal hygiene market in Denmark. 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 three categories: bath and shower products, deodorants and soap

* 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 personal hygiene market, including company overview, key facts and business description

Highlights

The market for personal hygiene in Denmark increased at a compound annual growth rate of 2.3% between 2004 and 2009.

The deodorants category led the personal hygiene market in Denmark, accounting for a

share of 51.4%.

The leading player in the Danish personal hygiene market is Unilever.

Reasons to Purchase

- * Develop business strategies by understanding the quantitative trends within the personal hygiene market in Denmark
- * 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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