

Skincare in Italy to 2014

<https://marketpublishers.com/r/SCF8B056075EN.html>

Date: June 2010

Pages: 179

Price: US\$ 495.00 (Single User License)

ID: SCF8B056075EN

Abstracts

Introduction

This databook provides key data and information on the skincare market in Italy. 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 six categories: facial care, body care, hand care, suncare, make-up remover and depilatories
- * 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 skincare market, including company overview, key facts and business description

Highlights

The market for skincare in Italy increased at a compound annual growth rate of 2.4% between 2004 and 2009.

The facial care category led the skincare market in Italy, accounting for a share of 51.5%.

Leading players in Italian skincare market include L'Oreal S.A., Beiersdorf AG and Estee Lauder Companies Inc., The.

Reasons to Purchase

- * Develop business strategies by understanding the quantitative trends within the skincare market in Italy
- * 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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