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Baby Care - Philippines

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Abstracts

In order to entice customers through greater savings, manufacturers pushed larger volume products in the market. Spearheading this strategy was market leader Johnson & Johnson (Philippines) Inc which introduced 200ml sizes of its brands marked with 10% to 20% extra. Fuller Life Direct Selling Philippines Inc followed suit by introducing 300ml packaging for its toiletries which were previously in 200ml packaging, attracting customers with the savings due to lower unit price per litre that can be...

Euromonitor International's Baby Care Products in Philippines report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, allowing you to identify the sectors driving growth. Forecasts to 2014 illustrate how the market is set to change.

Product coverage: Baby Hair Care, Baby Skin Care, Baby Sun Care, Baby Toiletries, Medicated Baby Care, Nappy (Diaper) Rash Treatments.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Beauty and Personal Care industry;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market??™s major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International has over 30 years experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago and Sydney and a network of over 600 analysts Globalwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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