

Market and Operation of Global and Chinese Cosmetics Industry

<https://marketpublishers.com/r/M6EB14F9AC8EN.html>

Date: April 2015

Pages: 200

Price: US\$ 3,500.00 (Single User License)

ID: M6EB14F9AC8EN

Abstracts

INTRODUCTION

In recent ten years, the global cosmetics market has maintained steady growth, and North America is the highest market share location. As global per capita income has risen, demand for pricey cosmetics and hair care products has grown accordingly, particularly in emerging markets. It is expected that the revenue of global cosmetics increase to USD254.8 billion, and the industry average profit rate also increase from 7.5 in 2009 to 11.3% in 2014.

China has become one of the major cosmetics market in the world, with annual sales of more than RMB200 billion, accounting for 8.8% of global cosmetics market, only next to the U.S.

The Aim of this report

To provide readers with comprehensive & in-depth understanding of global and Chinese cosmetics industry;

To introduce major players of cosmetics in world;

To disclose market size of global cosmetics industry;

To analyze business locations of cosmetics industry;

To analyze cost structure of cosmetics industry;

To understand position of China's cosmetics industry in the world;

To reveal operation situation of China's cosmetics industry.

SCOPE OF INVESTIGATION

The report will investigate global and China's cosmetics industry from the following aspects:

Market share

Business locations

Industry costs structure

Industry operation data

Key players

Etc.

Contents

EXECUTIVE SUMMARY

DEFINITION AND METHODOLOGY

I OVERVIEW OF GLOBAL COSMETICS INDUSTRY

I-1 Development drivers

I-2 Current performance of global cosmetics industry

II DEVELOPMENT SITUATION OF GLOBAL COSMETICS INDUSTRY

II-1 Product segments

II-2 Market share analysis

II-3 Analysis of import and export situation (qualitative)

II-4 Analysis of business locations

II-5 Analysis of costs structure

II-6 Operation analysis of global cosmetics industry

III OPERATION OF CHINA'S COSMETICS INDUSTRY

III-1 Policy environment analysis

III-2 Economic indicators analysis of China's cosmetics industry, 2012-2014

III-3 Operation situation of China's cosmetics industry, 2012-2014

III-3.1 Number of cosmetics company

III-3.2 Total assets of China's cosmetics industry

III-3.3 Sales income of China's cosmetics industry

III-3.4 Total profit of China's cosmetics industry

III-4 Profitability analysis of China's cosmetics industry

III-4.1 Sales margin analysis

III-4.2 Sales profit rate analysis

III-4.3 Assets profit rate analysis

III-5 Major regions of China's cosmetics industry

III-5.1 Northeast China

III-5.1.1 Number of cosmetics company

III-5.1.2 Sales income

III-5.1.3 Total profit

III-5.1.4 Operational efficiency

III-5.2 North China

III-5.3 East China

III-5.4 South China

III-5.5 Southwest China

IV INTRODUCE TO MAJOR COSMETICS COMPANIES

IV-1 L'Oreal SA

IV-2 Unilever PLC

IV-3 P&G Company

IV-4 Other companies

List Of Tables

LIST OF TABLES

Table II-5 Costs structure of global cosmetics industry

Table II-6 Operation data of global cosmetics industry

Table III-2 Economic indicators of China's cosmetics industry, 2012-2014

List Of Figures

LIST OF FIGURES

Figure I-2-1 Global cosmetics industry revenue growth rate

Figure II-1-1 Product segments of global cosmetics industry

Figure II-2-1 Market share of global cosmetics industry

I would like to order

Product name: Market and Operation of Global and Chinese Cosmetics Industry

Product link: <https://marketpublishers.com/r/M6EB14F9AC8EN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M6EB14F9AC8EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970